

# STRAUSS GROUP

## Q1-2025

Earnings Presentation  
**28 MAY 2025**



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Financial data is rounded to NIS millions. Percentages changes were calculated on the basis of the exact figures in NIS thousands. All changes are on a YoY basis, unless indicated otherwise.

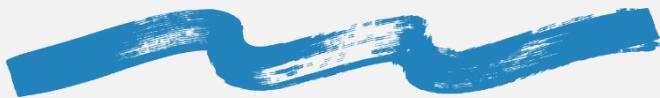
# GAAP to Non-GAAP Reconciliations

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), Strauss Frito-Lay Ltd. (a 50%/50% JV with PepsiCo Frito-Lay in Israel) and until the completion of the sale in December 2024, Sabra Dipping Company (a 50%/50% JV with PepsiCo in the U.S. and Canada) (“Sabra”), and PepsiCo Strauss Fresh Dips & Spreads International<sup>(1)</sup> (a 50%/50% JV with PepsiCo outside the U.S. and Canada) (“Obela”). For more information on this sale, please refer to the Description of the Company's Business Report for 2024, section 11.1.

In addition, non-GAAP figures exclude any share-based payments, mark to market of commodity hedging transactions as at end-of-period, certain 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.

# Business Update



# Strauss Group | Q1-2025 Summary

**Strong growth** across all segments, supported by pricing & volume growth in most categories

**Gross profit & EBIT** continue to be **under pressure** due to raw material inflation, while productivity measures drive improved operational excellence

Continued focus on **executing our long-term strategy** to shape the company for future success

Maalot S&P iLAA+, Stable outlook **rating affirmed**

**Returning capital to our shareholders** with a dividend of NIS 200m paid & an additional NIS 160m announced during Q1-25



# Strauss Group Q1-2025 Non-GAAP Financial Results | NIS m

2,990	15.5%	20.9%
Net sales	Growth in sales	Growth excluding foreign currency effects
181	-11.2%	6.0%
EBIT	Change in EBIT	EBIT margin
73	-54.8%	NIS 0.62
Net Profit attributable to shareholders	Change in net profit attributable to shareholders	Earnings per share
-347	-232	
Operating cash flow	Change in operating cash flow	
-495	-217	
Free cash flow	Change in free cash flow	



## Strauss Israel

<b>1,396</b> NIS millions Net sales	<b>+6.6%</b> Sales growth	
<b>113*</b> NIS million EBIT	<b>-25.7%*</b> EBIT change	<b>8.1%*</b> EBIT margin



## Strauss Coffee International

<b>1,388</b> NIS millions Net sales	<b>+45.4%</b> Sales growth	<b>65.0%</b> Sales growth excl. FX effect
<b>55</b> NIS million EBIT	<b>+43.9%</b> EBIT change	<b>3.9%</b> EBIT margin



## Strauss Water

<b>206</b> NIS millions Net sales	<b>+6.9%</b> Sales growth	
<b>26</b> NIS million EBIT	<b>+8.7%</b> EBIT change	<b>12.5%</b> EBIT margin



# Commodities Price Development: 2020-2025

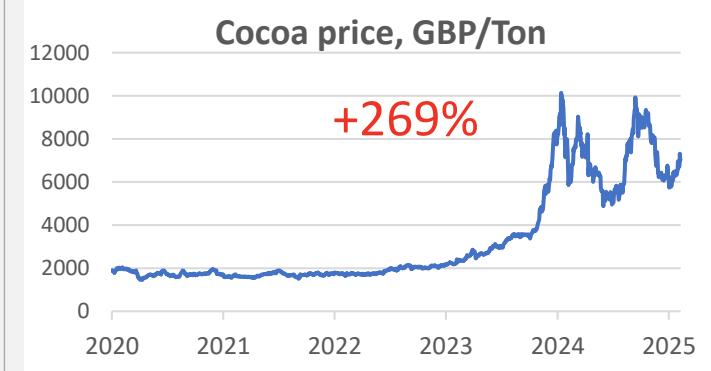
## ROBUSTA



## ARABICA



## COCOA



# Strauss Israel

## Highlights:

- New products launched & market share growth\* across most categories
- Price updates in Q1-25 in response to significant raw material inflation in F&I Snacks & Confectionery and Coffee
- Productivity initiatives driving operational excellence improvement
- Excluding realization of non-recurring loss on cocoa derivatives of NIS 49m\*\*, Strauss Israel's EBIT would have increased by 6.7% with a margin of 11.6%, in line with Q1-24, while Fun & Indulgence's EBIT margin would have reached 8.3% vs. 11.9% in 2024

## Next Steps:

- Diversify cocoa sourcing to increase supply chain resilience
- Supporting growth with continued innovation



# Coffee International

## Highlights:

- Volume growth in 3C Brazil & Central Eastern Europe (CEE)
- Maintaining #1 market position in Brazil
- Price updates in Q1-25 in response to significant green coffee price inflation
- Continued growth of non-R&G products in 3C Brazil
- Operational efficiencies
- Improvement in EBIT, in 3C Brazil EBIT nearly tripled

## Next Steps:

- 3C Brazil – expand non R&G categories (organic & non organic) and improve the R&G profitability.
- CEE - Diversify coffee portfolio with value added products and innovation



COFFEE INTERNATIONAL				
NIS m	Q1-25	Q1-24	% change	% change w/o FX
SALES	1,388	954	45.4%	65.0%
EBIT	55	38	43.9%	51.5%
EBIT%	3.9%	4.0%		

# Strauss Water

## Highlights:

- Sales growth supported mainly by an increase in the install base, and an increase in appliances sold
- Improvement in EBIT, mainly following:
  - Increase in sales and improved sales mix
  - Productivity initiatives
- Haier Strauss Water (HSW) sales & net income continued to grow
- New brand launched in Strauss Water UK in March 2025 with Culligan

## Next Steps:

- New products and expansion of the portfolio
- Double down on market presence in China & UK
- 2<sup>nd</sup> manufacturing facility being built in China
- Geographical expansion



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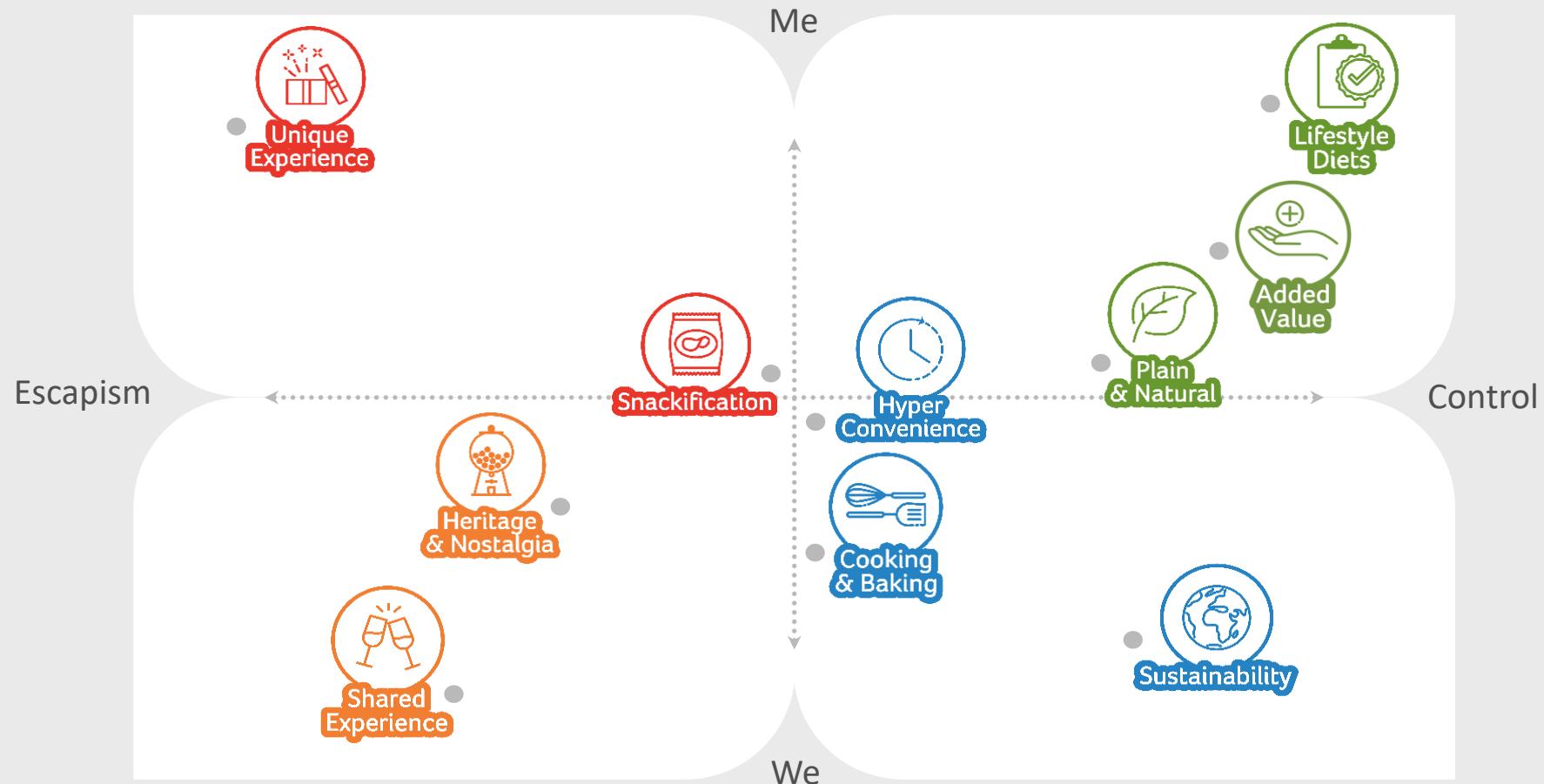


WATER			
NIS m	Q1-25	Q1-24	% change
SALES	206	193	6.9%
EBIT	26	24	8.7%
EBIT%	12.5%	12.3%	

# FOCUS & MOVING FORWARD



# Focusing on Consumer Centric Food Trends



STRATEGIC INSIGHTS DRIVING PRODUCT INNOVATION

# Snacking Innovation Examples



(Functional Nutrition)



WELLNESS



FITNESS & HIGH PROTEIN DIETS



Lifestyle Diets



GLUTEN FREE



PORTION CONTROL



Heritage & Nostalgia



SUPPORTING POSITION AS AN INNOVATION POWERHOUSE\*

# PLANT BASED EXPANSION - DEDICATED FACILITY

completion expected by the end of 2025



# NEW FACILITY AT YOTVATA TO INCREASE GROWTH

completion expected by the end of 2025





# FOCUS ON NON ROAST & GROUND CATEGORIES IN BRAZIL



# Productivity Roadmap

## SUPPLY CHAIN

### STRATEGIC PROCUREMENT



- Building supply chain resilience by implementing a strategic approach:
  - Optimization of procurement processes
  - Data driven decision making
  - Direct purchasing (cutting out middle-man)
  - Diversifying supply source (direct & indirect)
  - Sales & Operation Planning (S&OP) – optimization of orders and shipments

### OPERATIONAL EXCELLENCE



- Implementation of best-practice programs in manufacturing facilities in order to improve efficiency
- Revisiting operational model focusing on optimization of in-house resources (logistics, warehouse ...)



### REVENUE GROWTH MANAGEMENT & MARKETING ROI

- Focus on revenue management capabilities
- Design to Value (DTV) across all business units
- Optimization of Marketing Efforts (media mix, length of campaigns...)



### CAPABILITY BUILDING AND MINDSET

- Ensuring operational continuity through employee learning and capability building
- Focus on excellence

ON TRACK TO ACHIEVING NIS 300-400M IN RUN RATE SAVINGS BY 2026



<b>Top-line Growth Playbook</b>	5% CAGR 2024-2026
<b>Expanding Margins</b>	10%-12% EBIT margin in 2026
<b>Enhancing Cost Structure Productivity</b>	300-400m NIS by 2026
<b>Investing In The Future</b>	CAPEX to reach 5%-7% of sales 2024-2026
<b>Focusing on the Core</b>	85% of total sales in 2026

**REMINDER OF  
LONG TERM  
TARGETS &  
2026 OUTLOOK**

# Q1-25 Financial Results



# Group Q1-2025 Performance | NIS m; Non-GAAP

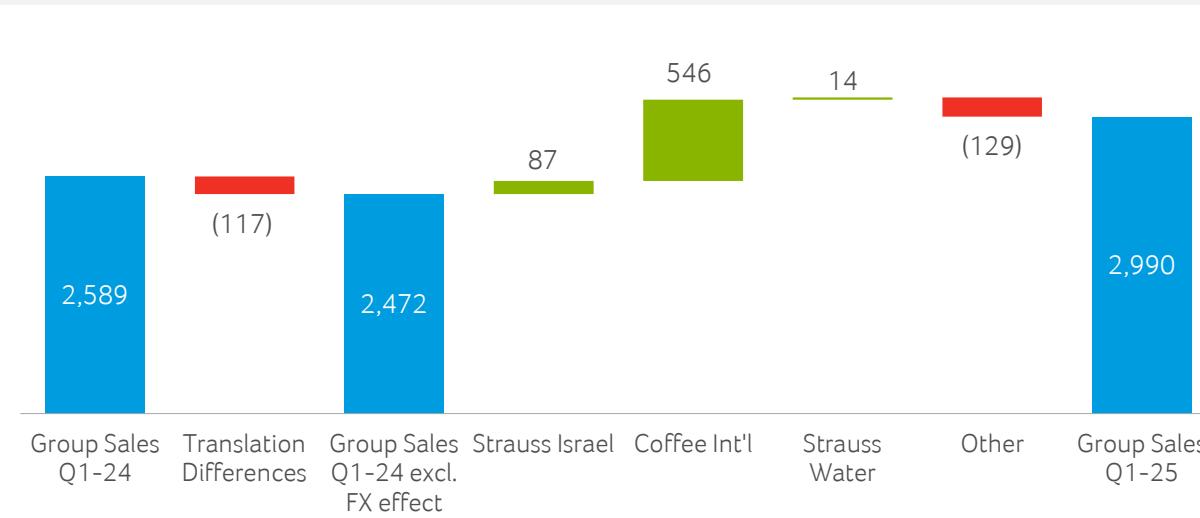
	Q1-2025	Q1-2024	% change	% change w/o FX impact	
Net Sales	2,990	2,589	+15.5%	+20.9%	<ul style="list-style-type: none"> <li><b>Net Sales</b> – strong growth supported by pricing, improved sales mix and higher volumes following improved market position in Brazil, Poland, Romania and in key categories in Israel. Pro-forma sales growth reached +23.3%**.</li> </ul>
Gross profit	781 26.1% Gross Margin	874 33.7% Gross Margin	-10.6%	-7.7%	<ul style="list-style-type: none"> <li><b>Gross Profit</b> – decline reflects ongoing raw material price inflation, sale of Sabra &amp; Obela and realization of NIS 49m non-recurring loss on cocoa derivatives.</li> </ul>
EBIT	181 6.0% EBIT Margin	204 7.8% EBIT Margin	-11.2%	-10.4%	<ul style="list-style-type: none"> <li><b>EBIT</b> – excluding the NIS 49m non-recurring loss on cocoa derivatives, EBIT would have reached NIS 230m, reflecting a margin of 7.7%. Protection of margins reflects productivity measures throughout the group.</li> </ul>
Net income*	73 2.4% Net Margin	159 6.2 % Net Margin	-54.8%	-54.2%	<ul style="list-style-type: none"> <li><b>Net income</b> – reflects higher tax provision due to an increase in payable profits, mainly due to currency translations, in comparison to tax income in Q1-2024.</li> </ul>
EBITDA	282 9.4% EBITDA Margin	318 12.3% EBITDA Margin	-11.1%	-10.0%	<ul style="list-style-type: none"> <li><b>FX</b> – weakening of currencies against NIS, mainly BRL, impacting translation.</li> </ul>
FCF	-495	-278	-78%		<ul style="list-style-type: none"> <li><b>FCF</b> – impacted by an increase in WC needs in light of raw material price inflation.</li> </ul>

\* Net income attributable to shareholders of the Company

\*\* Proforma sales growth refers to the growth without the consolidation of divested activities included in 2024 results

# Group & Segment Q1-2025 Sales | NIS m; Non-GAAP

## Strauss Israel Q1 Sales Bridge:



- **Strauss Israel** – pricing, improved sales mix and higher volumes across most categories following improved market position
- **Coffee International** – pricing and higher volumes as well as market share
- **Strauss Water** – higher install base
- **Other** – Divestment of Sabra & Obela during Q4-2024
- **FX** – Weakening of currencies against NIS, mainly BRL

Q1-2025  
Segment Sales  
(NIS m)

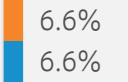
47%  
of Group Sales **1,396**

46%  
of Group Sales **1,388**

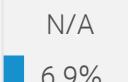
7%  
of Group Sales **206**

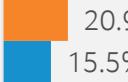
100%  
of Group Sales **2,990**

Q1-2025  
Segment Change

Strauss Israel 

Coffee Int'l 

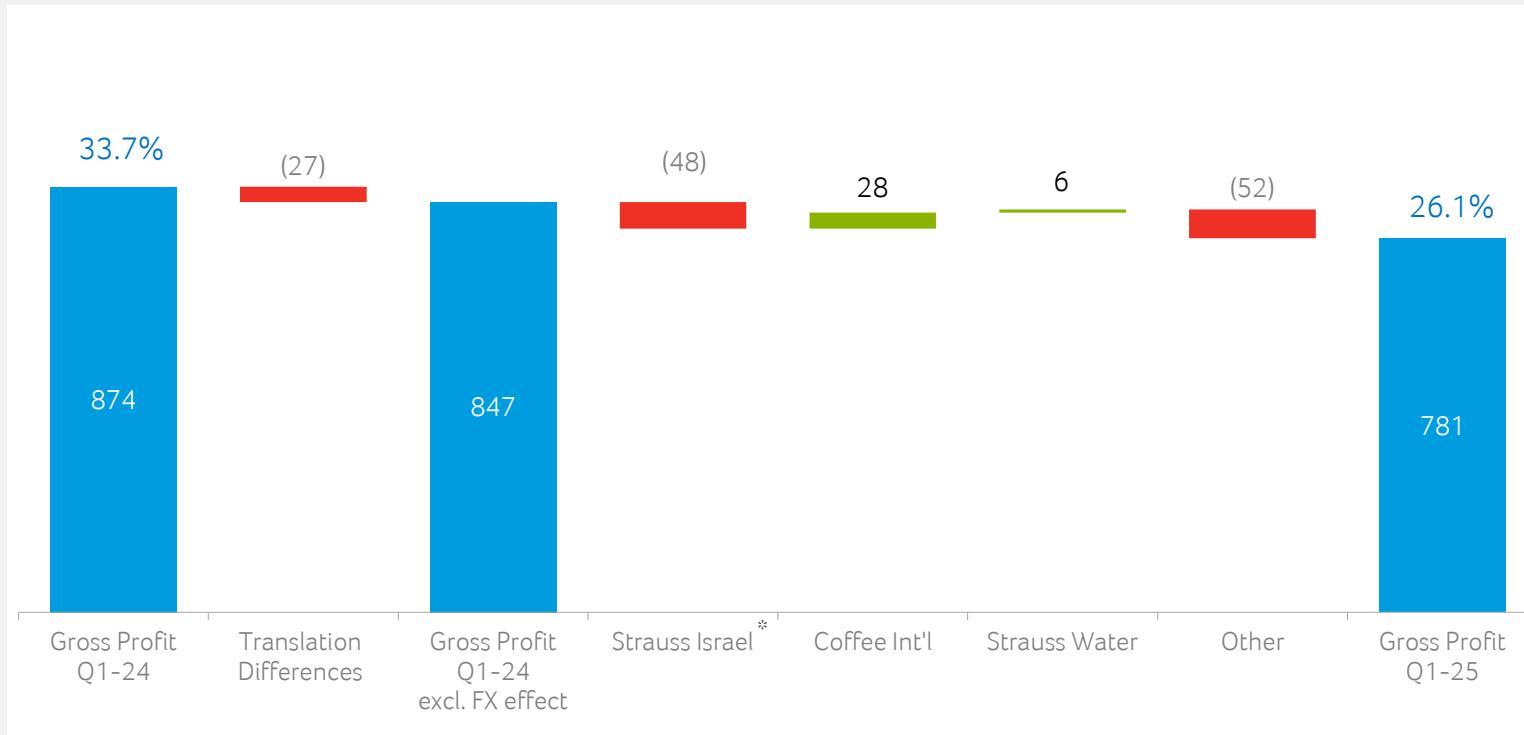
Water 

Group Sales 

■ % change w/o FX ■ % change

# Group Q1-2025 Gross Profit | NIS m; Non-GAAP

## Strauss Group Q1 Gross Profit Bridge:



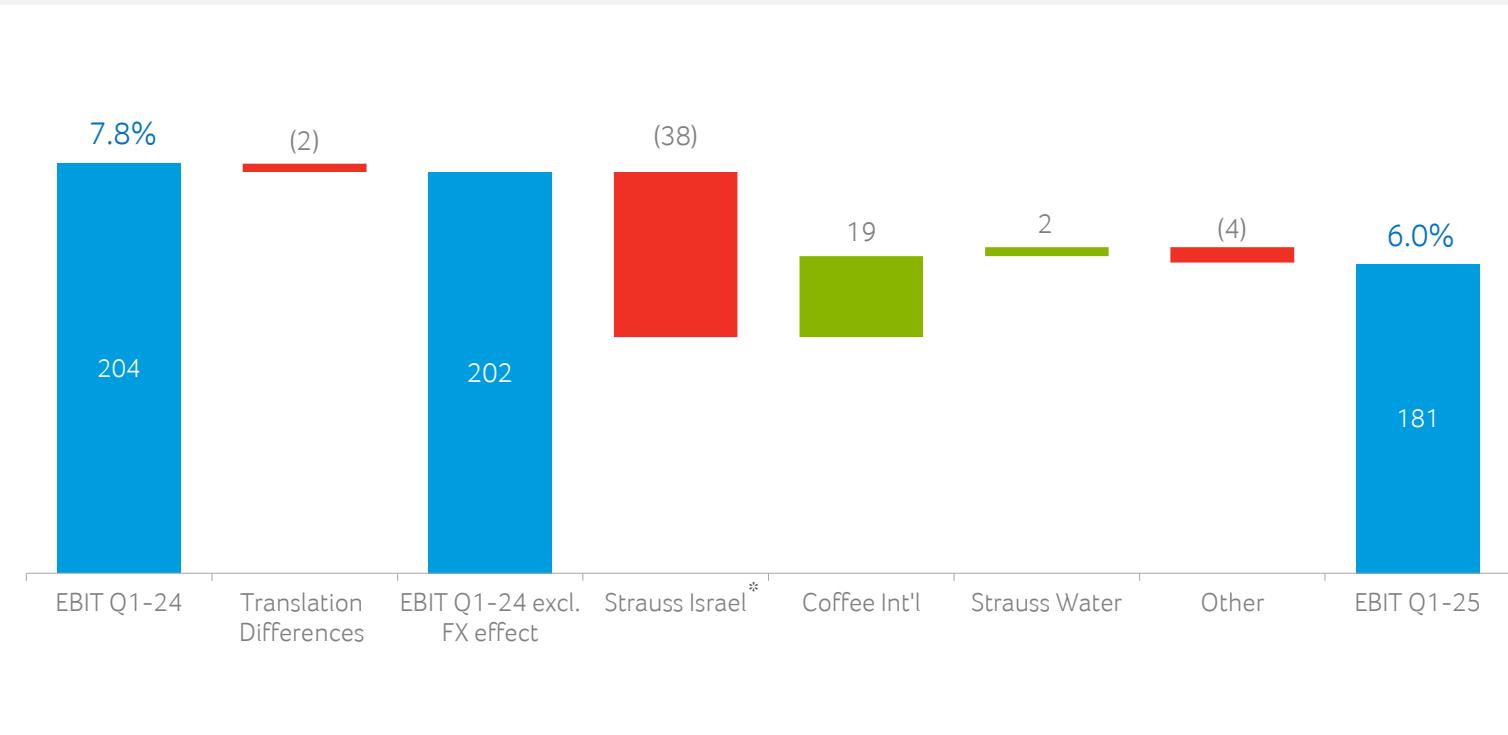
## KEY IMPACTS:

- **Strauss Israel** – ongoing raw material price inflation and realization of NIS 49m non-recurring loss on cocoa derivatives
- **Coffee International** – pricing & volume growth compensated green coffee price inflation
- **Strauss Water** – higher install base
- **Other** – divestment of Sabra & Obela during Q4-2024
- **FX** – weakening of currencies against NIS, mainly BRL
- Excluding the NIS 49m non-recurring loss on cocoa derivatives, Gross Profit would have reached NIS 830m, reflecting a 27.7% margin

\* Including the NIS 49m non-recurring loss on cocoa derivatives in Q1-2025

# Group Q1-2025 EBIT | NIS m; Non-GAAP

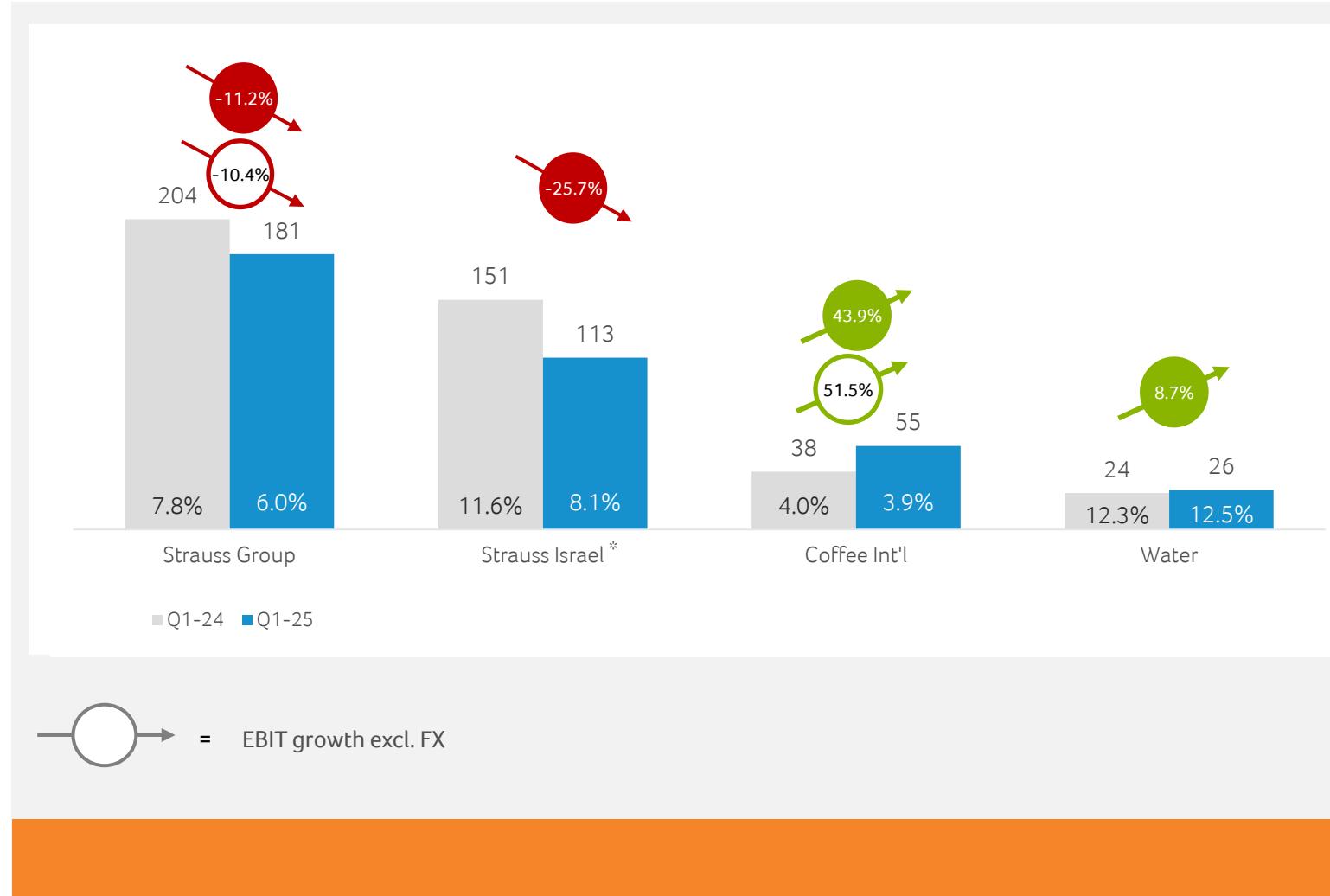
## Strauss Group Q1 EBIT Bridge:



## KEY IMPACTS:

- **Strauss Israel** – raw material price inflation and realization of NIS 49m non-recurring loss on cocoa derivatives offset by productivity measures
- **Coffee International** – decrease in OPEX following operational efficiencies in Brazil & Romania
- **Strauss Water** – productivity measures & higher profits from Haier Strauss Water
- **Other** – higher “The Kitchen” losses and divestment of Sabra and Obela
- Excluding the NIS 49m non-recurring loss on cocoa derivatives, EBIT would have reached NIS 230m, reflecting a 7.7% margin

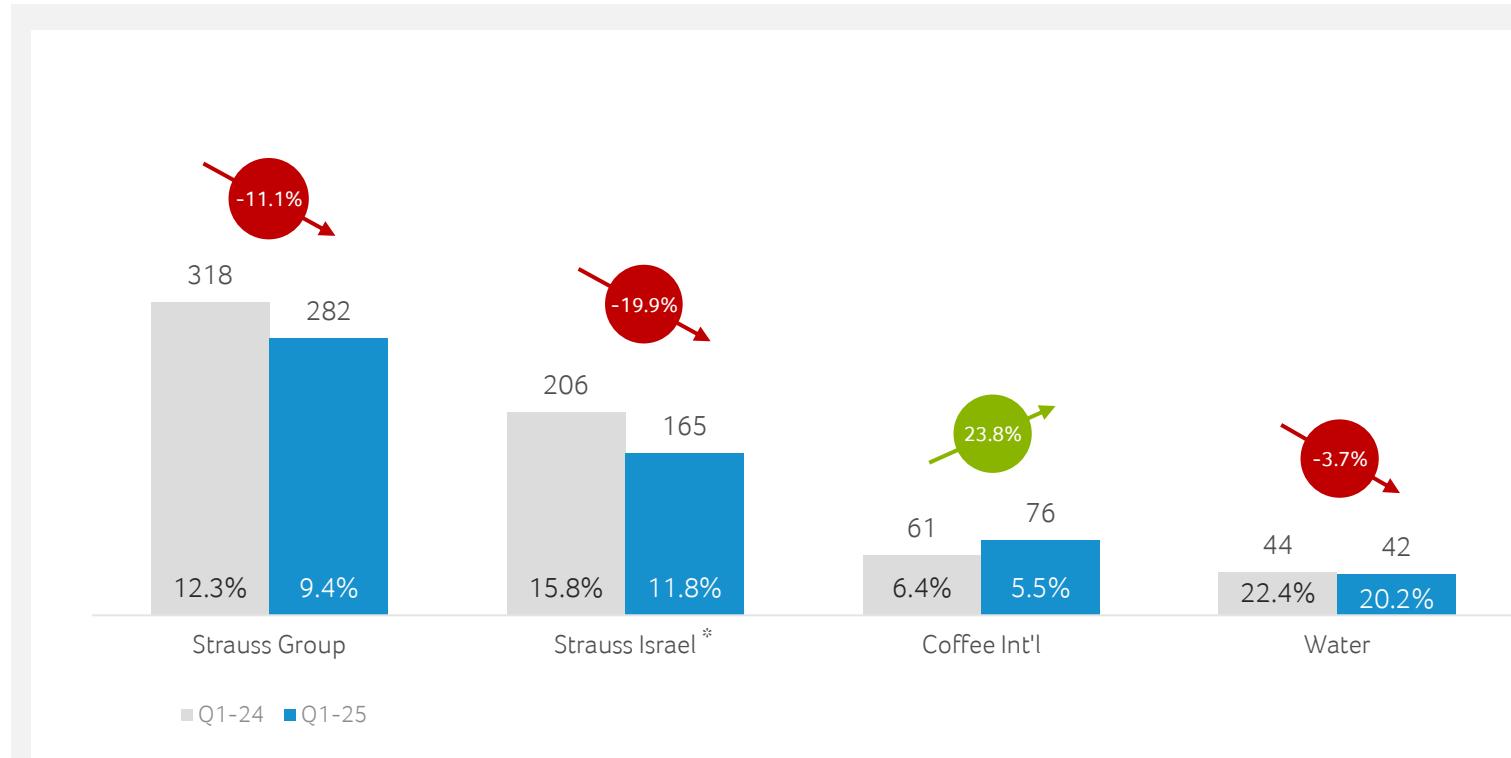
# Q1-2025 EBIT and EBIT margins | NIS m; Non-GAAP



\* Including the NIS 49m non-recurring loss on cocoa derivatives in Q1-2025



# Q1-2025 EBITDA and EBITDA margins | NIS m; Non-GAAP

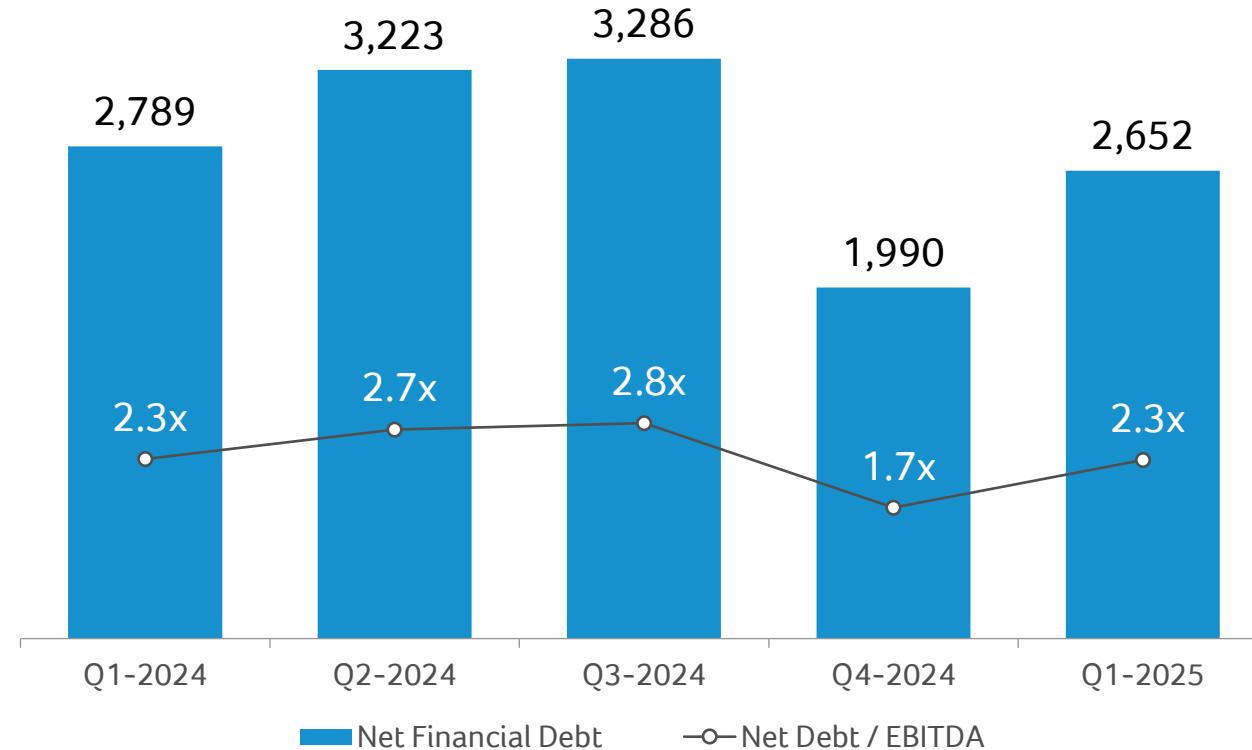


25

\* Including the NIS 49m non-recurring loss on cocoa derivatives in Q1-2025



# NET Debt and Net Debt / EBITDA (LTM) | NIS m; Non-GAAP



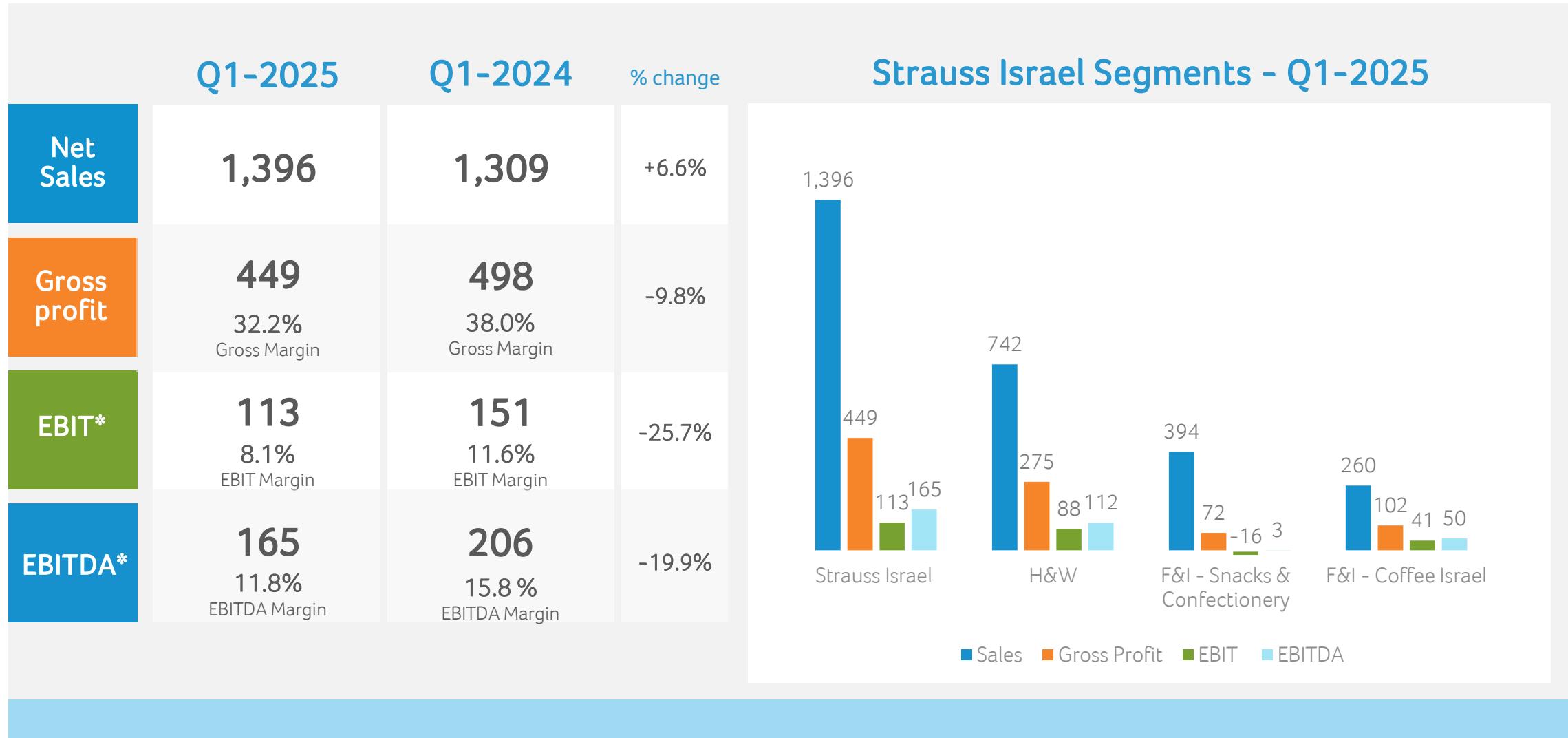
- Increase in Net Debt due to:
  - Increase in Working Capital
  - Dividend payment in Q1 of NIS 200m
- Maalot S&P iAA+, Stable outlook rating affirmed



# Strauss Israel



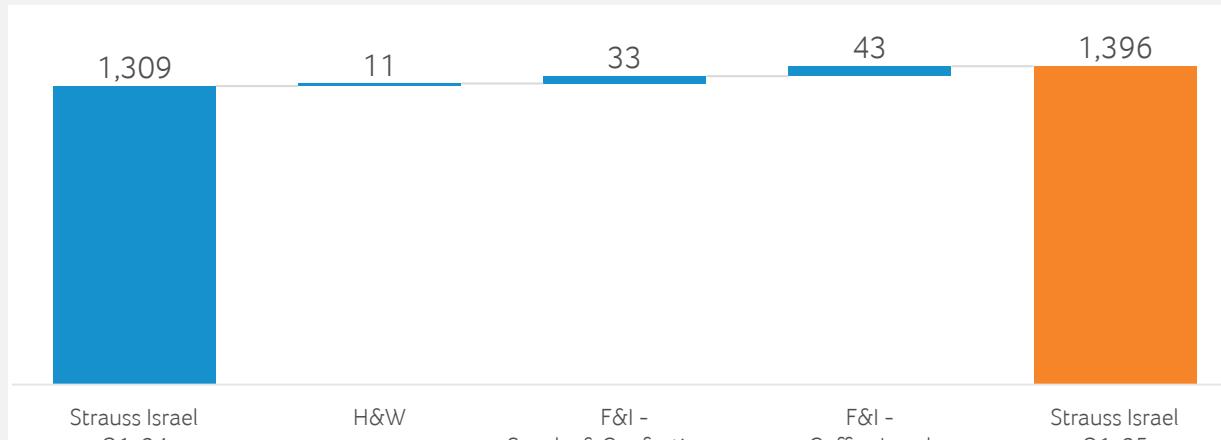
# Strauss Israel Q1-2025 Performance | NIS m; Non-GAAP



- Excluding the NIS 49m non-recurring loss on cocoa derivatives, EBIT would have reached NIS 162m, reflecting a margin of 11.6%; EBITDA would have reached NIS 214m, reflecting a margin of 15.4%
- H&W – Health & Wellness; F&I – Fun & Indulgence

# Strauss Israel Q1-2025 Sales | NIS m; Non-GAAP

## Strauss Israel Q1 Sales Bridge:



Q1-2025  
Segment Sales  
(NIS m)

53%  
of Israel Sales

**742**

28%  
of Israel Sales

**394**

19%  
of Israel Sales

**260**

100%  
of Israel Sales

**1,396**

## KEY IMPACTS:

- **Health & Wellness** – mainly higher pricing following updates during 2024
- **Fun & Indulgence – Snacks & Confectionery** – higher pricing with continued volume growth in confectionary and stable salty snacks performance
- **Fun & Indulgence – Coffee Israel** – higher pricing and volumes

Q1-2025  
Segment Change

H&W

1.5%

F&I - Snacks & Confectionery

9.2%

F&I - Coffee Israel

19.4%

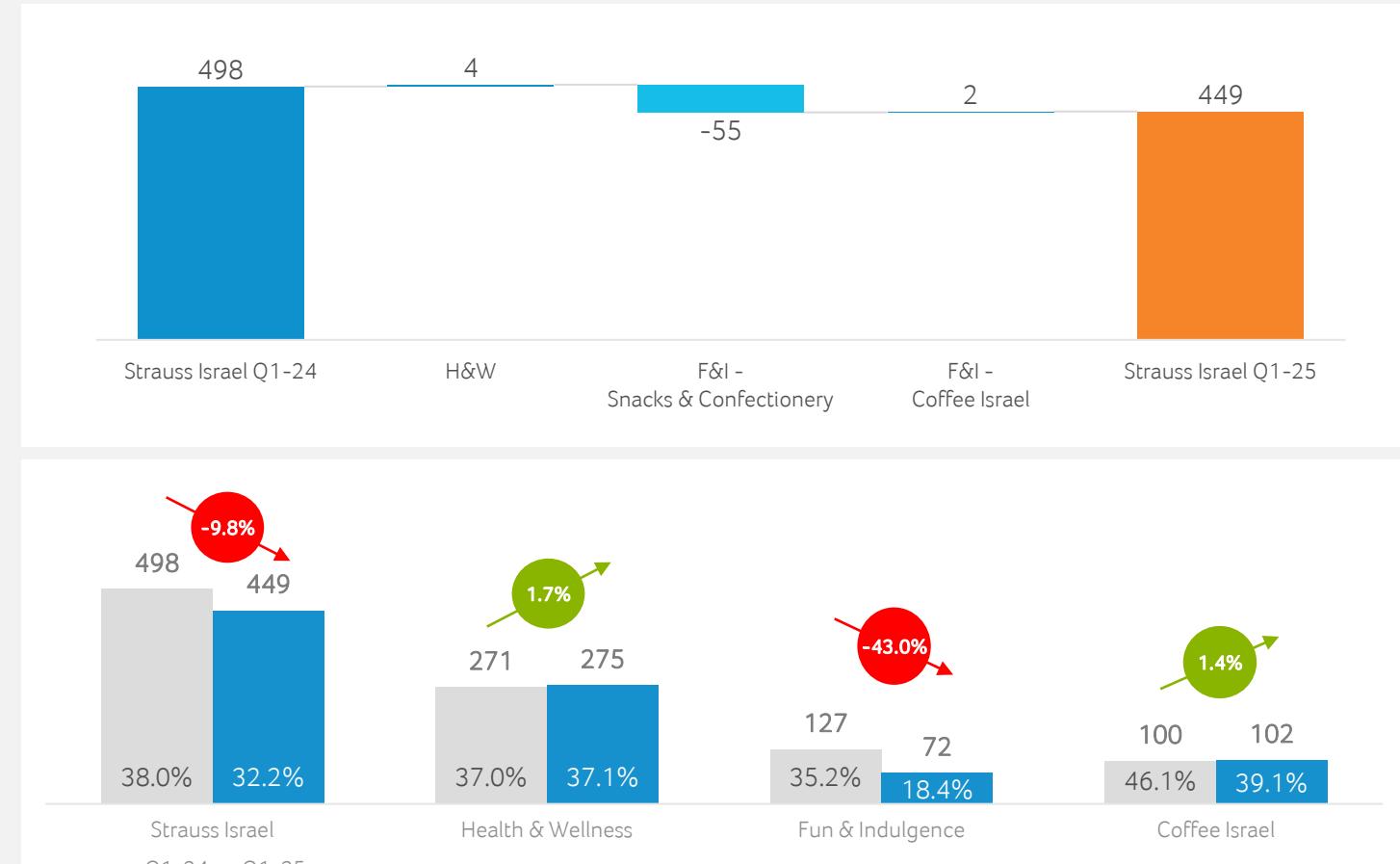
Strauss Israel

6.6%

■ % change

# Strauss Israel Q1-2025 Gross Profit | NIS m; Non-GAAP

## Strauss Israel Q1 Gross Profit Bridge:



## KEY IMPACTS:

- **Health & Wellness** – improvement in profit margins driven by productivity measures and improvement in sales mix
- **Fun & Indulgence – Snacks & Confectionery** – excluding the NIS 49m non-recurring loss on cocoa derivatives, Gross Profit would have reached NIS 121m, reflecting a margin of 30.8%, impacted by cocoa price inflation
- **Fun & Indulgence – Coffee Israel** – price updates moderated the impact of green coffee price inflation

# Strauss Israel Q1-2025 EBIT | NIS m; Non-GAAP

## Strauss Israel Q1 EBIT Bridge:



## KEY IMPACTS:

- Implementation of productivity initiatives throughout the business
- Excluding the NIS 49m non-recurring loss on cocoa derivatives:
  - Strauss Israel EBIT would have reached NIS 162m, reflecting a 7.7% margin
  - Fun & Indulgence EBIT would have reached NIS 33m, reflecting an 8.3% margin

# Coffee International



# Strauss Coffee International Performance | NIS m; Non-GAAP

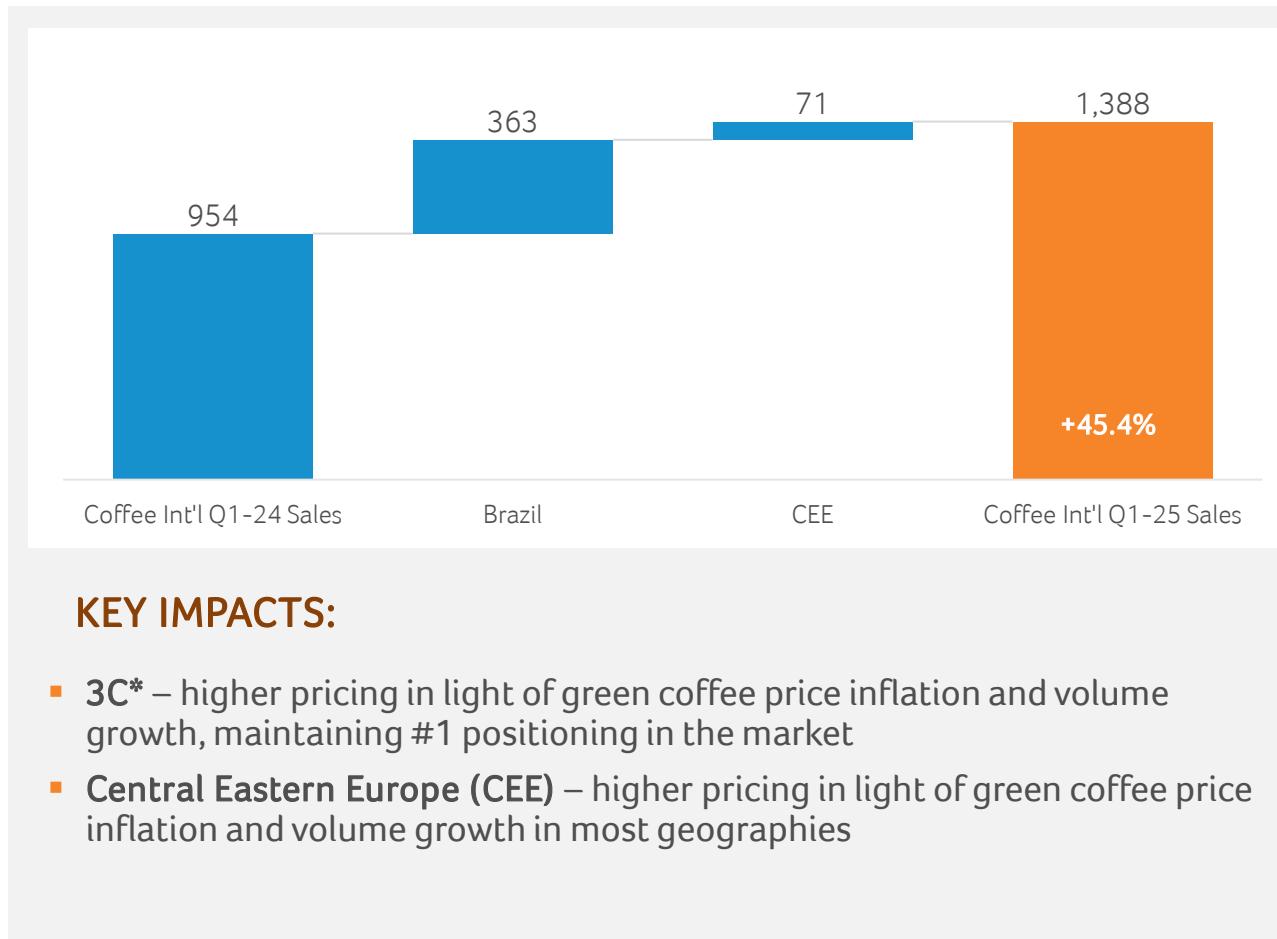
	Q1-2025	Q1-2024	% change	% change excl. FX effect
<b>Net Sales</b>	1,388	954	+45.4%	+65.0%
<b>Gross profit</b>	233	230	+0.9%	
	16.7% Gross Margin	24.1% Gross Margin		
<b>EBIT</b>	55	38	+43.9%	+51.5%
	3.9% EBIT Margin	4.0% EBIT Margin		
<b>EBITDA</b>	76	61	+23.8%	
	5.5% EBITDA Margin	6.4 % EBITDA Margin		

## KEY IMPACTS:

- **Net Sales** – growth driven by higher pricing and volume growth in most geographies
- **Gross Profit** – higher prices offset green coffee price inflation, resulting in lower margins
- **EBIT** – Operational efficiencies supporting margins despite green coffee price inflation

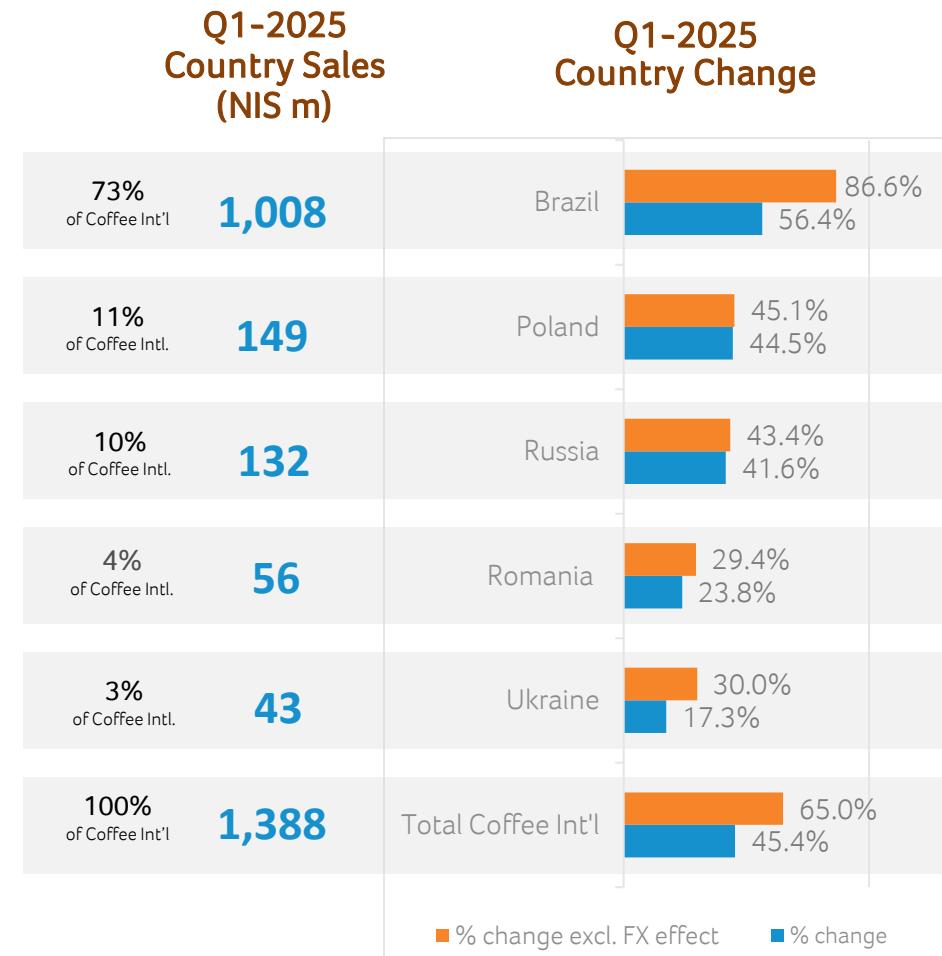
# Strauss Coffee International Q1-2025 Sales | NIS m; Non-GAAP

## Strauss Israel Q1 Sales Bridge:



## KEY IMPACTS:

- **3C\*** – higher pricing in light of green coffee price inflation and volume growth, maintaining #1 positioning in the market
- **Central Eastern Europe (CEE)** – higher pricing in light of green coffee price inflation and volume growth in most geographies



# Três Corações Alimentos S.A. | 100%; BRL m

Q1-2025    Q1-2024    % change

Net Sales	3,282	1,759	+86.5%
Gross profit	493 15.0% Gross Margin	392 22.3% Gross Margin	+25.6%
EBIT	96 2.9% EBIT Margin	36 2.1% EBIT Margin	+167%

## KEY IMPACTS:

- Higher sales, reflecting:
  - Price updates
  - Volume growth
- Continued growth of non-R&G products in 3C Brazil
- Operational efficiencies
- EBIT nearly tripled & improvement in EBIT margin

Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C). Additionally, Strauss Group has a joint holding with São Miguel Group in Três Corações Imóveis, which has a negligible contribution to Strauss Group's consolidated Non-GAAP financial results

Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of March 31<sup>st</sup>, 2025

Strauss  
Water  
now



# Strauss Water Performance | NIS m; Non-GAAP

	Q1-2025	Q1-2024	% change
Net Sales	206	193	+6.9%
Gross profit	99 48.2% Gross Margin	94 48.7% Gross Margin	+5.8%
EBIT*	26 12.5% EBIT Margin	24 12.3% EBIT Margin	+8.7%
EBITDA*	42 20.2% EBITDA Margin	44 22.4% EBITDA Margin	-3.7%

## KEY IMPACTS:

- Sales – mainly increase in install base and an increase in appliances sold
- Gross Profit supported by improved sales mix and implementation of productivity measures
- Increase in Haier Strauss Water (HSW) equity gains despite negative impact of FX translation

# Haier Strauss Water Q1 Snapshot | 100%; ¥m; Non-GAAP

	Q1-2025	Q1-2024	% change
Net Sales	456	421	+8.2%
Net Income	62	52	+19.3%

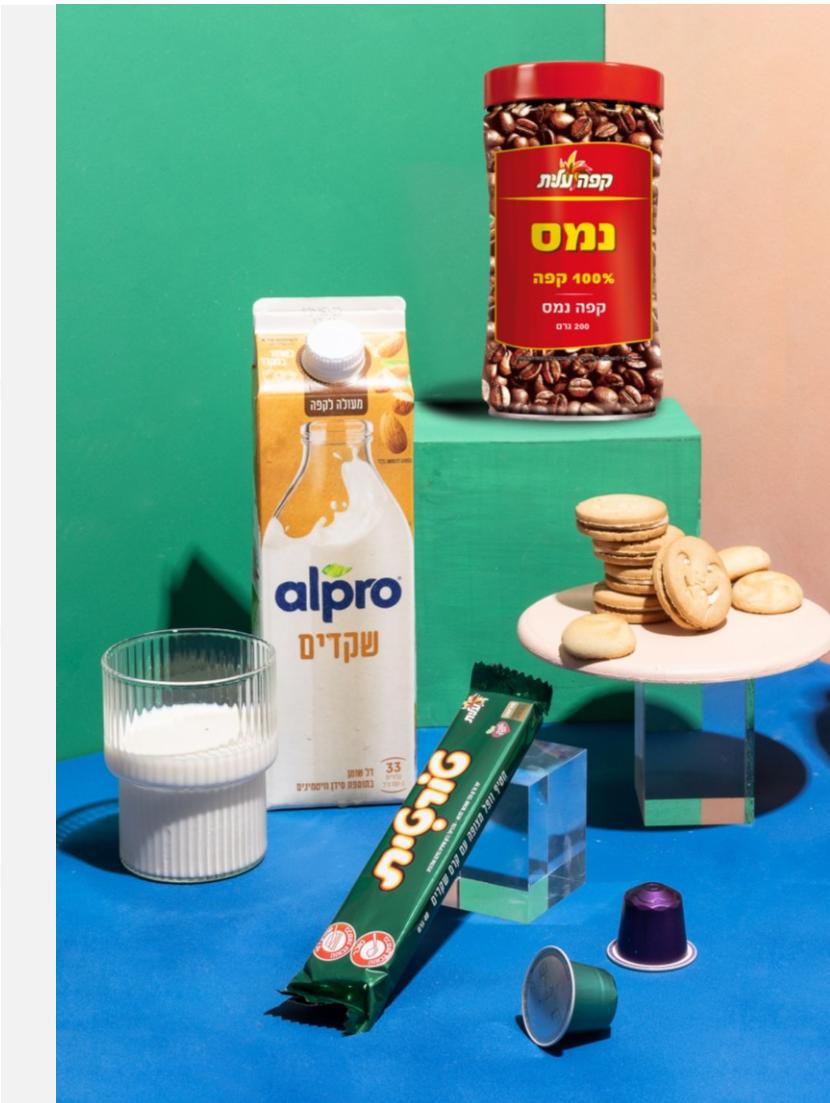
**KEY IMPACTS:**

- Haier Strauss Water (HSW) - sales growth combined with net income expansion



# Summary Q1-2025 Performance by Key Segment | NIS m; Non-GAAP

	Strauss Israel	Strauss Coffee Int'l	Strauss Water	Strauss Group
Sales vs 2024	1,396	1,388	206	2,990
	1,309	954	193	2,589
% Sales Growth	6.6%	45.4%	6.9%	15.5%
Gross Profit vs 2024	449	233	99	781
	-9.8%	+0.9%	+5.8%	-10.6%
% Gross Profit	32.2%	16.7%	48.2%	26.1%
EBIT vs 2024	113	55	26	181
	-25.7%	+43.9%	+8.7%	-11.2%
% EBIT	8.1%	3.9%	12.5%	6.0%
EBITDA vs 2024	165	76	42	282
	-19.9%	+23.8%	-3.7%	-11.1%
% EBITDA	11.8%	5.5%	20.2%	9.4%



# Thank you

1111



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# Appendix

- Non-GAAP to GAAP reconciliation
- Currencies
- Três Corações Alimentos S.A.
- Raw Materials Prices



# Q1 GAAP and Non-GAAP | NIS m

GAAP				Adjusted Non-GAAP				
	Q1-2025	Q1-2024	Chg.	% Chg.	Q1-2025	Q1-2024	Chg.	% Chg.
<b>Sales</b>	1,887	1,726	161	9.3%	2,990	2,589	401	15.5%
<b>Gross Profit</b>	612	565	47	8.3%	781	874	(93)	(10.6%)
<i>GP Margin</i>	32.4%	32.7%	<i>-0.3ppt</i>		26.1%	33.7%	<i>-7.6ppt</i>	
<b>EBIT</b>	190	117	73	62.6%	181	204	(23)	(11.2%)
<i>EBIT Margin</i>	10.1%	6.8%	<i>3.3ppt</i>		6.0%	7.8%	<i>-1.8ppt</i>	
<b>Net Profit to Shareholders</b>	86	51	35	67.8%	73	159	(86)	(54.8%)
<i>NP Margin</i>	4.5%	3.0%	<i>1.6ppt</i>		2.4%	6.2%	<i>-3.7ppt</i>	
<b>Change in WC</b>	(313)	(93)	(220)	(235.4%)	(617)	(282)	(335)	(119.4%)
<b>Operating Cash Flow</b>	(93)	25	(118)	-	(347)	(115)	(232)	(200.7%)
<b>CAPEX, net</b>	(132)	(133)	1	0.0%	(148)	(163)	15	9.2%
<b>FCF</b>	(225)	(108)	(117)	(108.3%)	(495)	(278)	(217)	(78.1%)
<b>Net Debt</b>	2,029	2,326	(297)	(12.8%)	2,652	2,789	(137)	(4.9%)



# GAAP to Non-GAAP Reconciliation Items

- Adjustments for IFRS 11 – transition from the equity method in the financial accounting (GAAP) reports to the proportionate consolidation method (according to the segmental information based on the Group's internal management reports). 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), Strauss Frito-Lay Ltd. (a 50%/50% JV with PepsiCo Frito-Lay in Israel) and until the completion of the sale in December 2024, Sabra Dipping Company (a 50%/50% JV with PepsiCo in the U.S. and Canada) ("Sabra"), and PepsiCo Strauss Fresh Dips & Spreads International<sup>(1)</sup> (a 50%/50% JV with PepsiCo outside the U.S. and Canada) ("Obela"). For more information on this sale, please refer to the Description of the Company's Business Report for 2024, section 11.1.
- Mark-to-market at end-of-period of open positions in the Group in respect of financial derivatives used to hedge commodity prices and all adjustments necessary to delay recognition of most of the gains or losses arising from commodity derivatives until the date when the inventory is sold to outside parties and/or the financial derivative is exercised
- Additional adjustments for the management (non-GAAP) reports (share-based payment, valuation of hedging transactions, certain other expenses/income net and taxes referring to those adjustments)

# Currencies

## Local Currencies vs. NIS

Currency vs. NIS	Q1-2025	Q1-2024	Change YoY
USD	3.613	3.661	-1.3%
EUR	3.801	3.974	-4.4%
GBP	4.549	4.642	-2.0%
PLN	0.904	0.917	-1.4%
RON	0.763	0.799	-4.5%
RUB	0.039	0.04	-3.6%
BRL	0.616	0.739	-16.7%
RSD	0.032	0.034	-4.2%
UAH	0.087	0.096	-9.7%
CNY	0.497	0.511	-2.8%

## Local Currencies vs. USD

Currency vs. USD	Q1-2025	Q1-2024	Change YoY
NIS	0.277	0.273	1.3%
EUR	1.052	1.086	-3.1%
GBP	1.259	1.268	-0.7%
PLN	0.25	0.25	-0.1%
RON	0.211	0.218	-3.2%
RUB	0.011	0.011	-2.3%
BRL	0.171	0.202	-15.6%
RSD	0.009	0.009	-3.0%
UAH	0.024	0.026	-8.5%
CNY	0.138	0.14	-1.5%

# Raw Materials Prices

Category	Q1-2024 average	Q1-2025 average	Change %
Arabica	189 c/lbs	376 c/lbs	98%
Robusta	3275 \$/T	5436\$/T	66%
Sugar	634.8 \$/T	524\$/T	-17%
Cocoa	5,012 GBP/T	7697 GBP/T	54%
Sesame	1,845 \$/T	1668 \$/T	-10%
Milk (Israel)	2.39 ILS/L	2.40 ILS/L	0.4%