

# STRAUSS GROUP

## Q2 & H1- 2025

Earnings Presentation  
26 AUGUST 2025



# Disclaimer

This presentation does not constitute an offering to purchase or sell securities of Strauss Group Ltd. (the “Company”) or an offer for the receipt of such offerings. The presentation's sole purpose is to provide information. The Information provided in the presentation concerning the analysis of the Company's activity is only an extract, and in order to receive a complete picture of the Company's activity and the risks it faces, one should review the Company's reports to the Israel Securities Authority and the Tel Aviv Stock Exchange.

The presentation may contain forward-looking statements as defined in the Israeli Securities Law, 5728-1968. All forward-looking statements in this presentation are made based on the Company's current expectations, evaluations and forecasts, and actual results may differ materially from those anticipated, in whole or in part, as a result of different factors including, but not limited to, changes in market conditions and in the competitive and business environment, regulatory changes, currency fluctuations or the occurrence of one or more of the Company's risk factors. In addition, forward-looking forecasts and evaluations are based on information in the Company's possession while preparing the presentation. The Company does not undertake any obligation to update forward-looking forecasts and evaluations made herein to reflect events and/or circumstances that may occur after this presentation was prepared.

Financial data is rounded to NIS millions. Percentages changes were calculated on the basis of the exact figures in NIS thousands. 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). Until the completion of the sale in December 2024, Sabra Dipping Company (a 50%/50% JV with PepsiCo in the U.S. and Canada), and PepsiCo Strauss Fresh Dips & Spreads International (a 50%/50% JV with PepsiCo outside the U.S. and Canada). 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.



# Continuing to Nourish a Better Tomorrow



**SUPPORTING  
COMMUNITIES  
DURING THE WAR**

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**GLUTEN FREE  
PRODUCTS IN  
CONFECTIONERY**

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**PUBLISHED OUR  
2024 ESG  
ANNUAL REPORT**

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# Strauss Group | Q2 & H1-2025 Summary

**Strong growth** across key segments, supported mainly by pricing in Coffee International

Improvement in Q2 gross profit, EBIT & EBIT margin, supporting improvement in H1 EBIT & EBIT margin

**Net income** negatively impacted by **higher financial expenses** mainly due to stronger Shekel and higher **taxes** due to profit mix and tax benefits in 2024

**Productivity** journey is on track supporting financial results

Continued focus on **executing our strategy**

Midroog (Moody's affiliate) **upgraded outlook** to stable, affirming Aa1.il rating

**Successful expansion** of bonds series F by NIS 465m (net), with over subscription



# Group Q2 & H1-2025 Performance | NIS m; Non-GAAP

	Q2-2025	Q2-2024	% change	% change w/o FX impact <sup>4</sup>	H1-2025	H1-2024	% change	% change w/o FX impact <sup>4</sup>
<b>Net Sales<sup>1</sup></b>	<b>3,073</b>	<b>2,754</b>	<b>11.5%</b>	<b>15.5%</b>	<b>6,063</b>	<b>5,343</b>	<b>13.5%</b>	<b>18.1%</b>
<b>Gross profit</b>	<b>868</b>	<b>841</b>	<b>3.2%</b>	<b>5.9%</b>	<b>1,649</b>	<b>1,715</b>	<b>-3.9%</b>	<b>-1.0%</b>
Gross Margin	28.3%	30.5%			27.2%	32.1%		
<b>EBIT before TKH<sup>2</sup></b>	<b>255</b>	<b>159</b>	<b>60.4%</b>	<b>62.6%</b>	<b>444</b>	<b>365</b>	<b>21.6%</b>	<b>23.1%</b>
EBIT Margin	8.3%	5.8%			7.3%	6.9%		
<b>EBIT</b>	<b>245</b>	<b>151</b>	<b>60.8%</b>	<b>64.8%</b>	<b>426</b>	<b>355</b>	<b>19.8%</b>	<b>21.7%</b>
EBIT Margin	8.0%	5.5%			7.0%	6.7%		
<b>Net income<sup>3</sup></b>	<b>80</b>	<b>83</b>	<b>-1.8%</b>	<b>0.7%</b>	<b>153</b>	<b>242</b>	<b>-36.7%</b>	<b>-35.7%</b>
Net Margin	2.6%	3.0%			2.5%	4.5%		
<b>FCF</b>	<b>-89</b>	<b>-119</b>	<b>25.0%</b>	<b>14.7%</b>	<b>-584</b>	<b>-397</b>	<b>-46.7%</b>	<b>-63.3%</b>

<sup>1</sup> Proforma sales growth (without the consolidation of divested activities included in 2024 results) reached 17.5% and 20.2% in Q2 & H1 2025, respectively

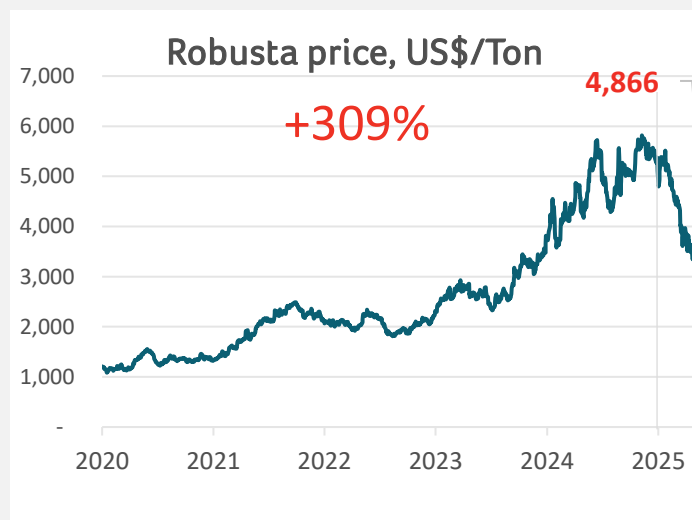
<sup>2</sup> TKH – The Kitchen Hub

<sup>3</sup> Net income attributable to shareholders of the Company

<sup>4</sup> FX – foreign exchange

# Commodities Price Development: 2020-2025

## ROBUSTA



**+17%**

Avg. Q2-25 vs. Q2-24

**+39%**

Avg. H1-25 vs. H1-24

## ARABICA



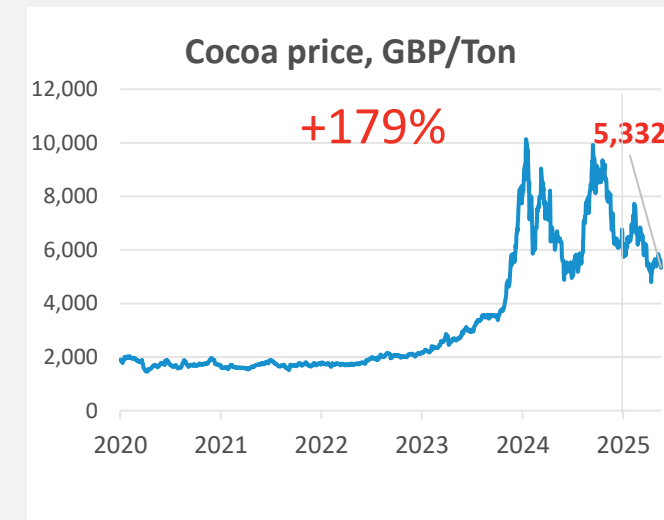
**+65%**

Avg. Q2-25 vs. Q2-24

**+80%**

Avg. H1-25 vs. H1-24

## COCOA



**-18%**

Avg. Q2-25 vs. Q2-24

**+10%**

Avg. H1-25 vs. H1-24



# Strauss Israel

## Highlights:

- Market share growth and strengthening of competitive position (+1.0 pp) in relevant categories to the Group and (+0.3pp) in total Food & Beverage market<sup>1</sup>
- Price updates in H1-25 in response to significant raw material inflation
- Ongoing implementation of productivity initiatives
- Excluding realization of non-recurring loss on cocoa derivatives in Q2-2024 and Q1-2025<sup>2</sup>, Strauss Israel's EBIT margin remained stable at 10.3% in the quarter and reached 10.9% in the first half of the year vs 11.0% in H1-24

## Next Steps:

- Diversify cocoa sourcing to increase supply chain resilience
- Supporting growth with continued innovation
- Continuation of productivity implementation

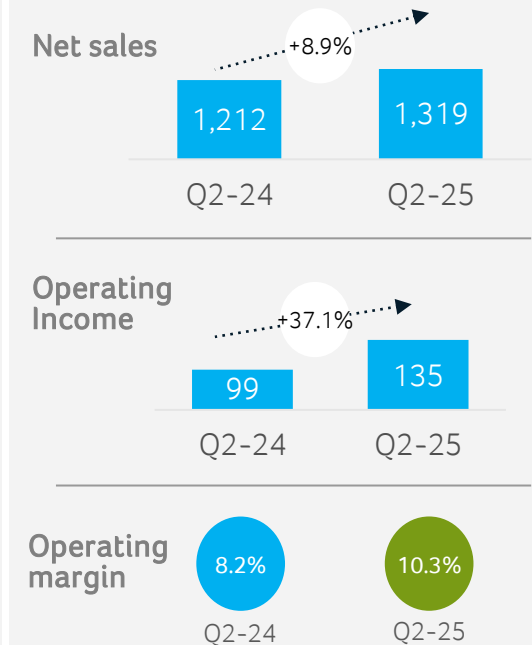


4 Strauss brands out of the top 10 brands in the Food Beverage and Toiletries categories according to the Globes Brand Index 2025

## Q2 Performance by division (Non-GAAP NIS m)

	Health & Wellness	Fun & Indulgence	Coffee Israel
<b>Sales</b> vs 2024	<b>806m</b> 754m	<b>301m</b> 271m	<b>212m</b> 187m
<b>EBIT</b> vs 2024	<b>113m</b> 92m	<b>1m</b> -12m	<b>21m</b> 19m
<b>%EBIT</b> Vs 2024	<b>14.0%</b> 12.1%	<b>0.5%</b> -4.1%	<b>10.1%</b> 10.1%

## Financial performance (Non-GAAP NIS m)



<sup>1</sup> According to Storenext; pp – percentage points

<sup>2</sup> Including loss on cocoa derivatives of NIS 49m in the Q1-2025 and NIS 27m in Q2-2024

# Power Brands Driving Consumer Centricity



35.1% +1.0pp

market share in relevant categories in Israel to the Group<sup>1</sup>

alpro

קפה עלית  
טורקי

פסקדמן

אילני

מילקי



דנונה





# Strauss Coffee International

## Highlights:

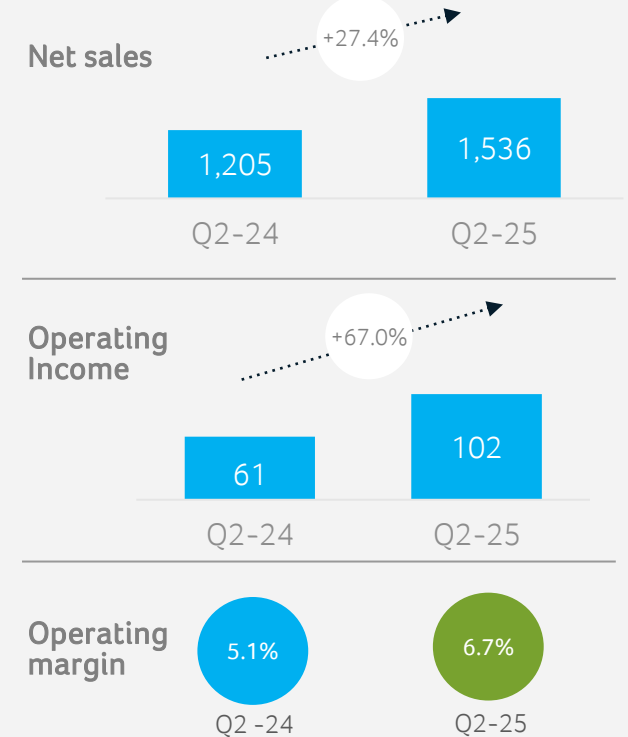
- Strengthening market position in most geographies
- Higher sales and EBIT following higher pricing and operational efficiencies
- Volume pressure in Q2 across most markets due to competition and pricing
- Continued growth of non-R&G<sup>1</sup> and non-coffee products in 3C Brazil<sup>2</sup>

## Next Steps:

- 3C Brazil<sup>2</sup> – Protect R&G profitability and expand non R&G categories (organic & non organic)
- CEE<sup>3</sup>- improve market share and protect profitability



## Financial performance (Non-GAAP, NIS m)



<sup>1</sup> R&G- Roast & Ground coffee

<sup>2</sup> 3C: Três Corações Group of companies is a joint venture in Brazil: the 3C Group is jointly held by the Strauss coffee B.V. (50%) and by the São Miguel Group (50%) (3C)

<sup>3</sup> CEE- Central Eastern Europe

# Três Corações Alimentos S.A. | GAAP 50%; NIS m

	Q2-2025	Q2-2024	% change	H1-2025	H1-2024	% change
<b>Net Sales</b>	<b>1,117</b>	<b>841</b>	+32.7%	<b>2,131</b>	<b>1,490</b>	+43.0%
<b>Gross profit</b> Gross Margin	<b>222</b> 19.8%	<b>183</b> 21.7%	+21.5%	<b>374</b> 17.5%	<b>327</b> 21.9%	+14.5%
<b>EBIT</b> EBIT Margin	<b>88</b> 7.9%	<b>38</b> 4.5%	+130.8%	<b>118</b> 5.5%	<b>51</b> 3.5%	+129.4%

## KEY IMPACTS:

- Higher sales and EBIT, reflecting:
  - Higher pricing mostly in R&G category
  - Continued growth of non-R&G products in 3C
  - Operational efficiencies

# Strauss Water




## Highlights:

- Sales growth supported by an increase in the install base, higher Israel & UK sales and improved mix, moderated by impact of the war
- Improvement in EBIT, following:
  - Productivity initiatives
  - Despite Lower Haier Strauss Water (HSW) equity gains
- Haier Strauss Water (HSW) –
  - Higher sales as the company continued to expand in the market
  - Initiation of promotions to support market share

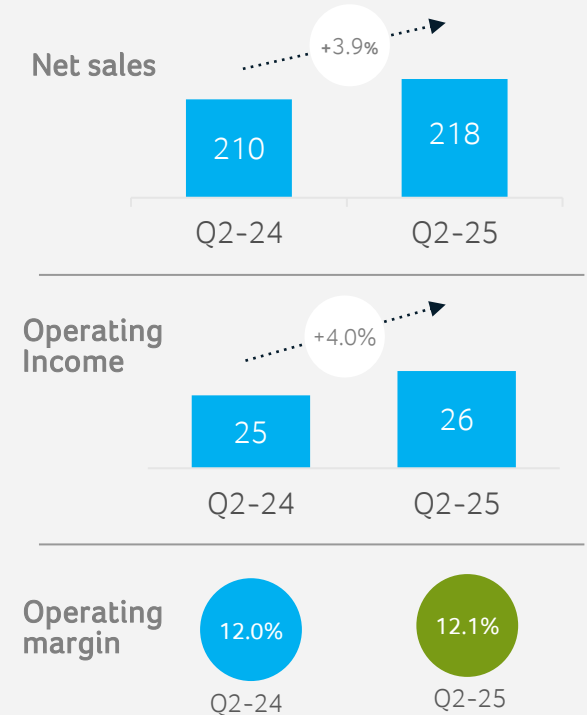
## Next Steps:

- New products and expansion of the portfolio
- Expand market presence in China & UK
- 2<sup>nd</sup> manufacturing facility being built in China
- Potential for geographical expansion

## Q2 Performance by division (Non-GAAP NIS m)


	
Sales Vs 2024	218M 210M
EBIT Vs 2024	26m 25m
% EBIT Vs 2024	12.1% 12.0%

## Performance by division (Non-GAAP NIS m)





# Haier Strauss Water<sup>1</sup> Q2 & H1-2025 | 100%; NIS m; Non-GAAP Snapshot

	Q2-2025	Q2-2024	% change	H1-2025	H1-2024	% change	
Net Sales	236	230	+2.6%	463	446	+3.8%	
Net Income Net Margin	20 8.7%	26 11.3%	-21.2%	51 11.1%	53 11.9%	-2.9%	

### KEY IMPACTS:

- Sales increased as the company continued to expand in the market
- Lower net income due to higher R&D expenses and initiation of promotions to support market positioning, impacting margins

12 <sup>1</sup> Haier Strauss Water (HSW) is a company jointly held by Haier (51%) and Strauss Group (49%), also includes expenses attributed to the additional manufacturing facility



# Productivity Journey



## KEY INITIATIVES



**STRATEGIC  
PROCUREMENT**



**REVENUE GROWTH  
MANAGEMENT &  
MARKETING ROI**



**OPERATIONAL  
EXCELLENCE**



**CAPABILITY  
BUILDING AND  
MINDSET**

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

# FOCUS & MOVING FORWARD





# FIRST PRODUCTION IN THE NEW PLANT- BASED FACTORY





# NEW FACILITY & PRODUCTION LINE AT YOTVATA

completion expected by the end of 2025



16



All products are currently available on the shelf

.....  
**WATER BAR FOR NEW  
MARKET SEGMENTS**  
.....





# Our Strategy – Double Down On The Core

**STRONGER  
HOME BASE**

**BRAZIL COFFEE  
& BEYOND**

**INTERNATIONAL  
WATER PLAYER**

**FUTURE READY & RESILIENT**



<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

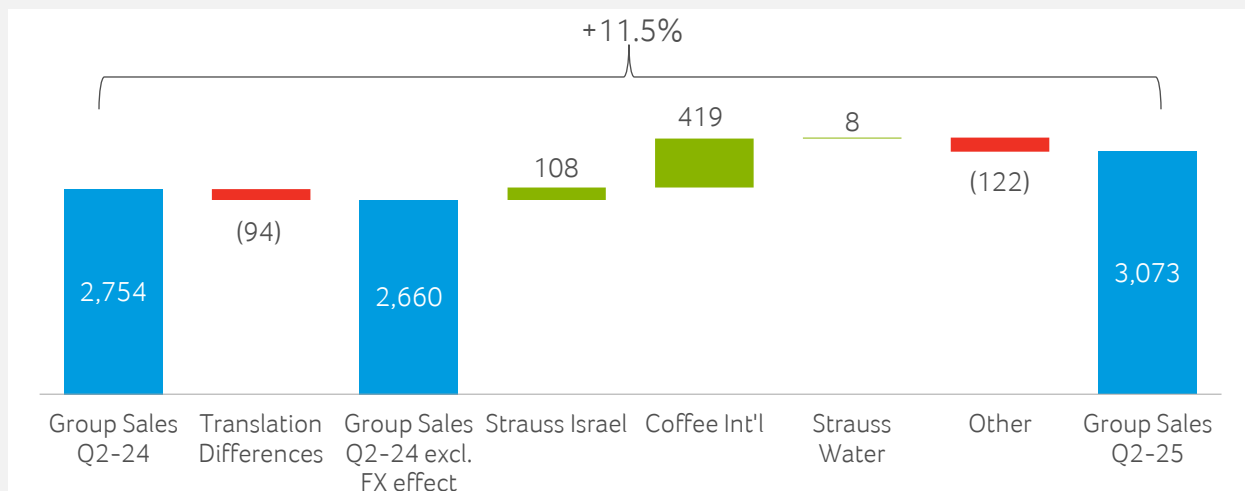
# Financial Results





# Strauss Group & Segment Q2-2025 Sales | NIS m; Non-GAAP

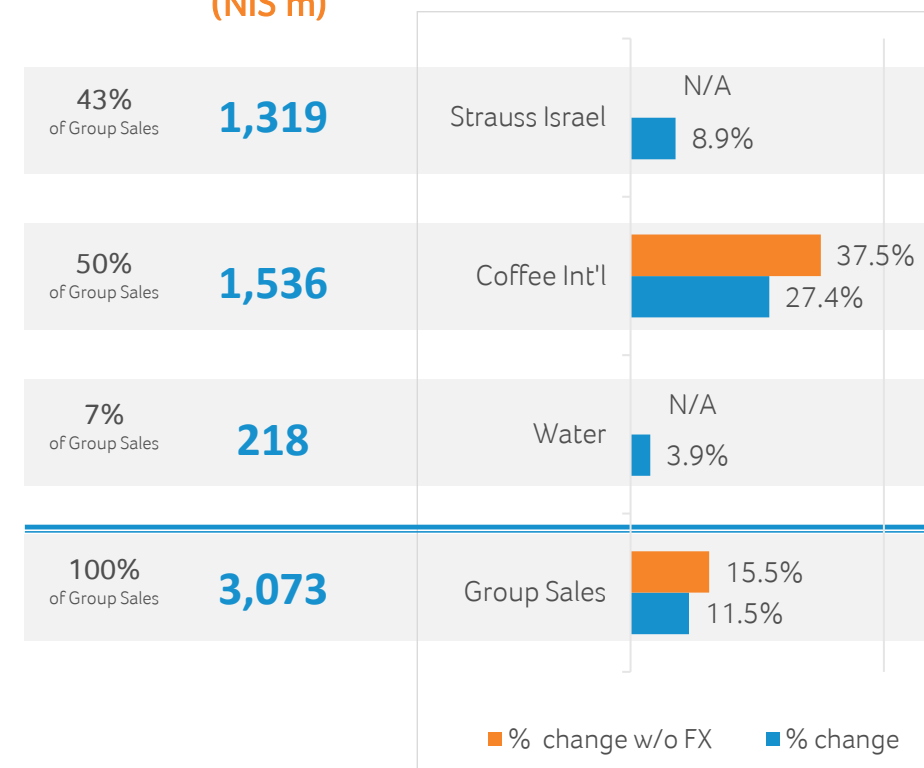
Strauss Group Q2 Sales Bridge:



- **Strauss Israel** – higher quantities, improved sales mix and pricing while improving market position
- **Coffee International** – higher pricing while improving market share in most geographies, offset by lower volume
- **Strauss Water** – higher install base & higher Israel and UK sales
- **Other** – Mainly divestment of Sabra & Obela during Q4-2024
- **FX** – Weakening of currencies against NIS, mainly BRL

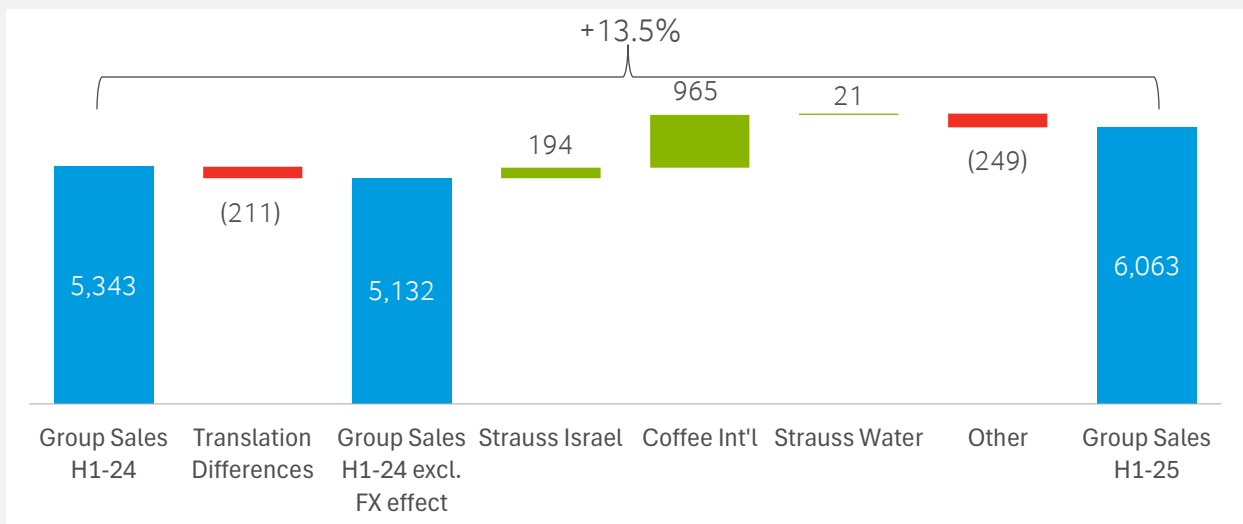
Q2-2025 Segment Sales (NIS m)

Q2-2025 Change



# Strauss Group & Segment H1-2025 Sales | NIS m; Non-GAAP

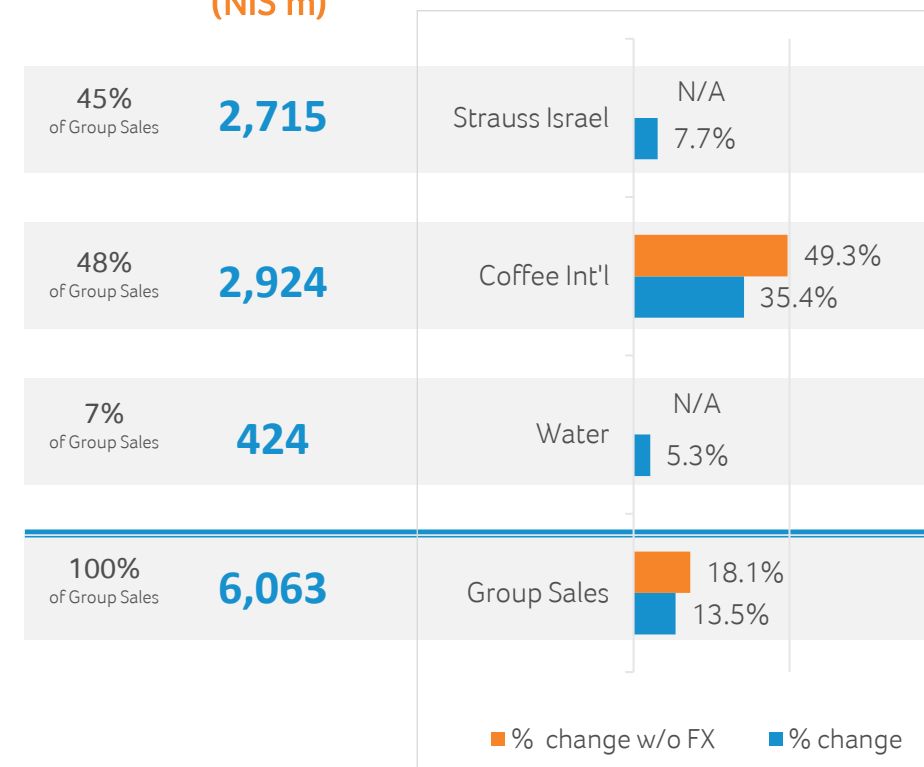
## Strauss Group H1 Sales Bridge:



- **Strauss Israel** – higher quantities, improved sales mix and pricing while improving market position
- **Coffee International** – mainly higher pricing while improving market share in most geographies, offset by lower volume
- **Strauss Water** – higher install base and higher Israel and UK sales
- **Other** – Mainly divestment of Sabra & Obela during Q4-2024
- **FX** – Weakening of currencies against NIS, mainly BRL

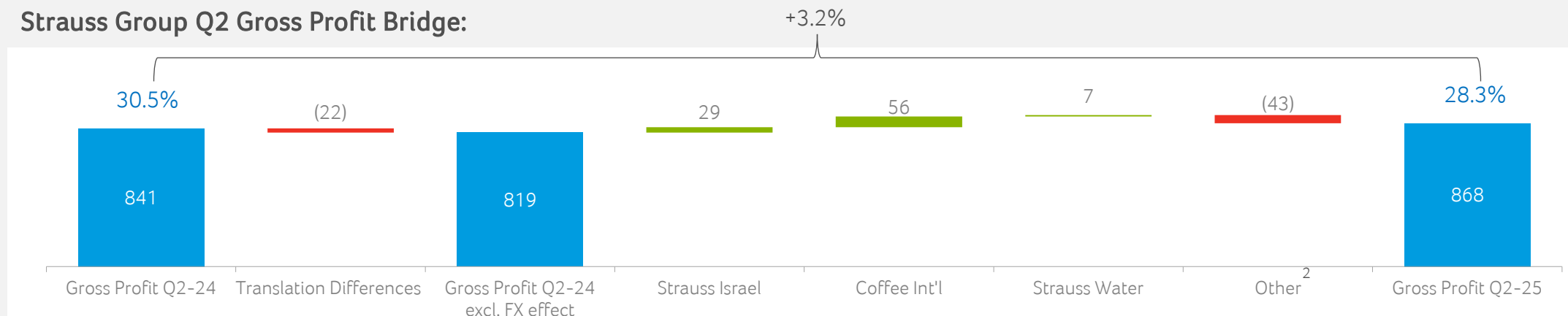
## H1-2025 Segment Sales (NIS m)

## H1-2025 Change

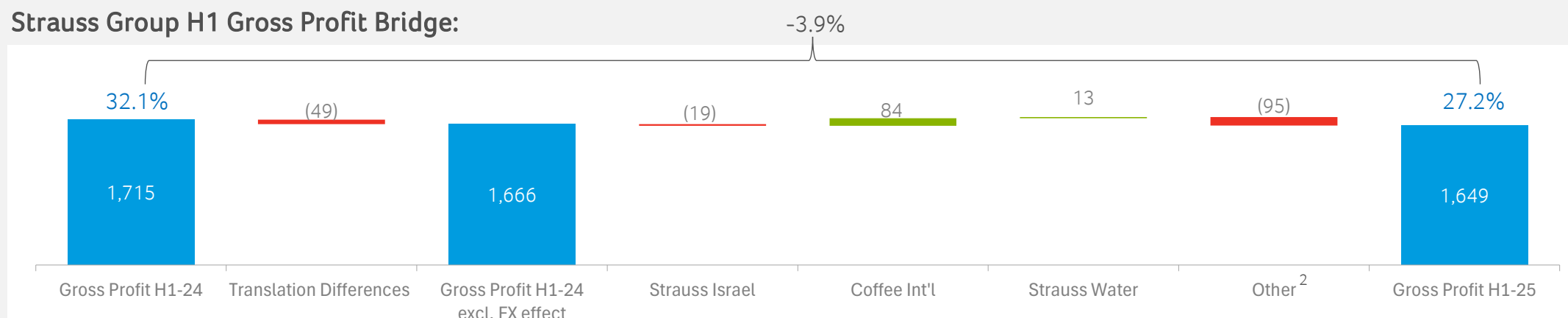


# Strauss Group Q2 & H1-2025 Gross Profit<sup>1</sup> | NIS m; Non-GAAP

## Strauss Group Q2 Gross Profit Bridge:



## Strauss Group H1 Gross Profit Bridge:

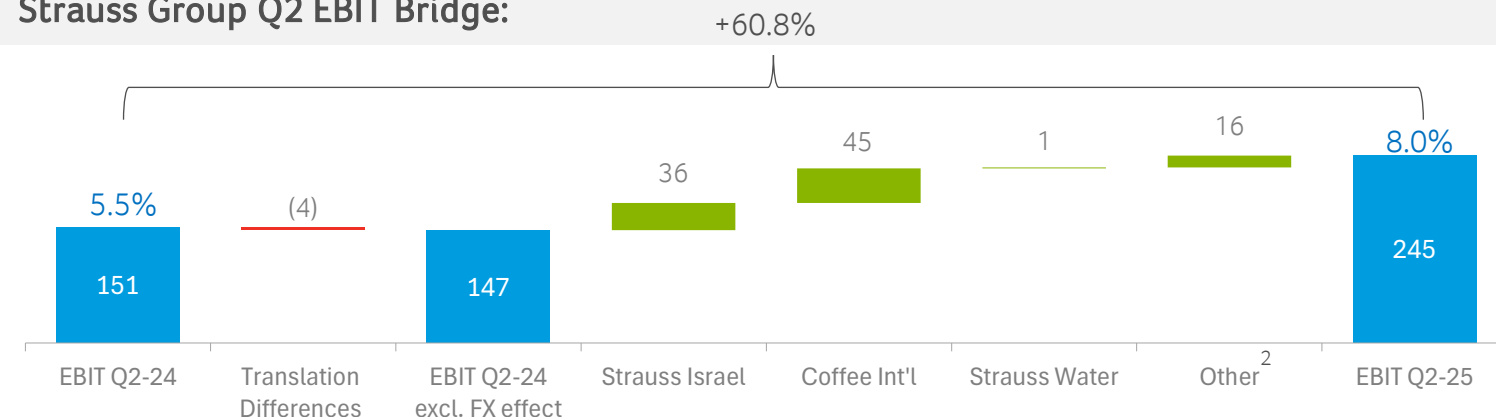


<sup>1</sup> Including loss on cocoa derivatives of NIS 49m in Q1-2025 and NIS 27m in Q2-2024. Excluding these losses, gross profit for Q2-24 would have totaled NIS 868m (31.5% margin), for H1-25 gross profit would have totaled NIS 1,698m (28.0% margin) and in H1-24 NIS 1,742m (32.6% margin).

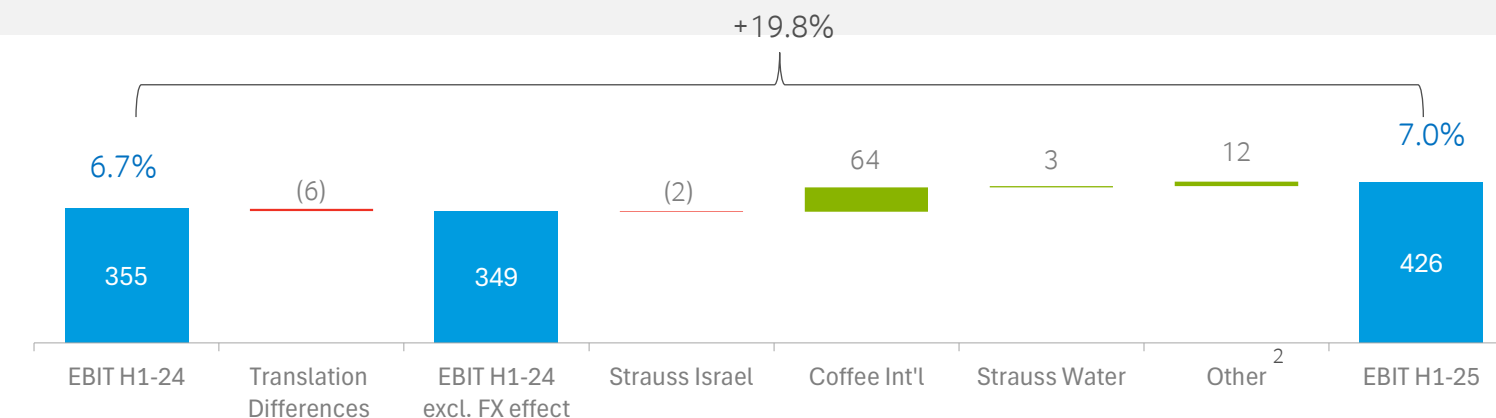
<sup>2</sup> Other includes Sabra & Obela, The Kitchen Hub and HQ expenses

# Strauss Group Q2 & H1-2025 EBIT<sup>1</sup> | NIS m; Non-GAAP

## Strauss Group Q2 EBIT Bridge:



## Strauss Group H1 EBIT Bridge:



## KEY IMPACTS:

- **Strauss Israel** – raw material price inflation and realization of non-recurring loss on cocoa derivatives in Q2-24 and Q1-25<sup>1</sup> offset by productivity measures
- **Coffee International** – Improved profitability and decrease in OPEX following operational efficiencies in 3C & CEE
- **Strauss Water** – productivity measures moderated by lower Haier Strauss Water equity gains
- **Other** – mainly timing difference of HQ expenses

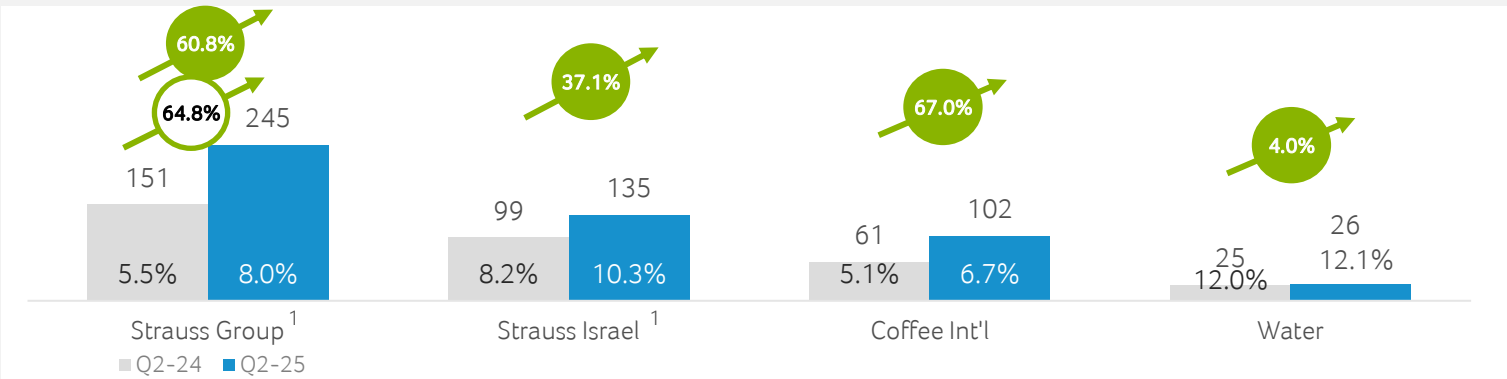
<sup>1</sup> Including loss on cocoa derivatives of NIS 49m in Q1-2025 and NIS 27m in Q2-2024. Excluding these losses, Group EBIT for Q2-24 would have totaled NIS 178m (6.5% margin), for H1-25 Group EBIT would have totaled NIS 475m (7.8% margin) and in H1-24, NIS 382m (7.2% margin).

<sup>2</sup> Other includes Sabra & Obela until divestment, The Kitchen and HQ expenses

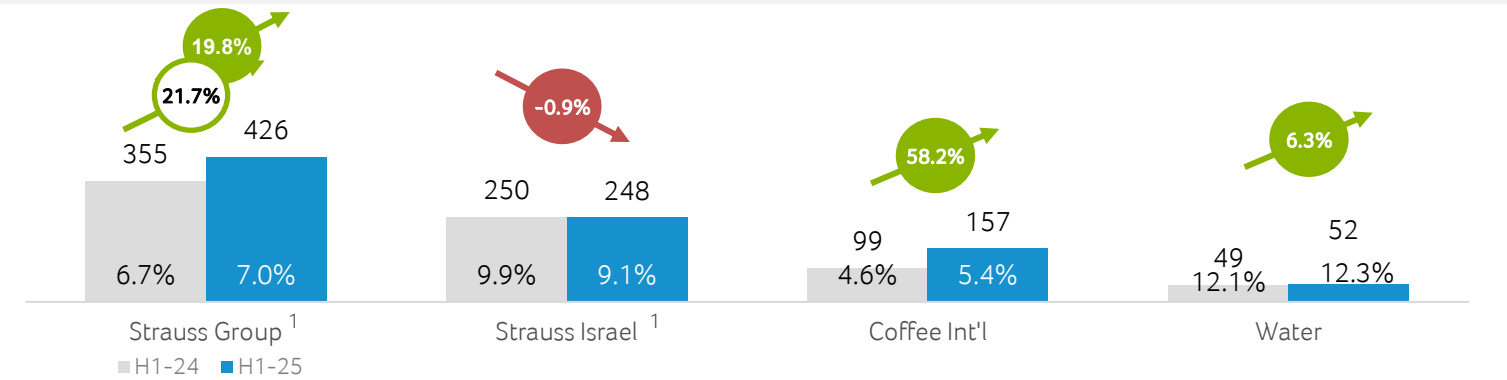


# Q2 & H1-2025 EBIT and EBIT margins | NIS m; Non-GAAP

## Strauss Group Q2:



## Strauss Group H1:



 = growth excl. FX

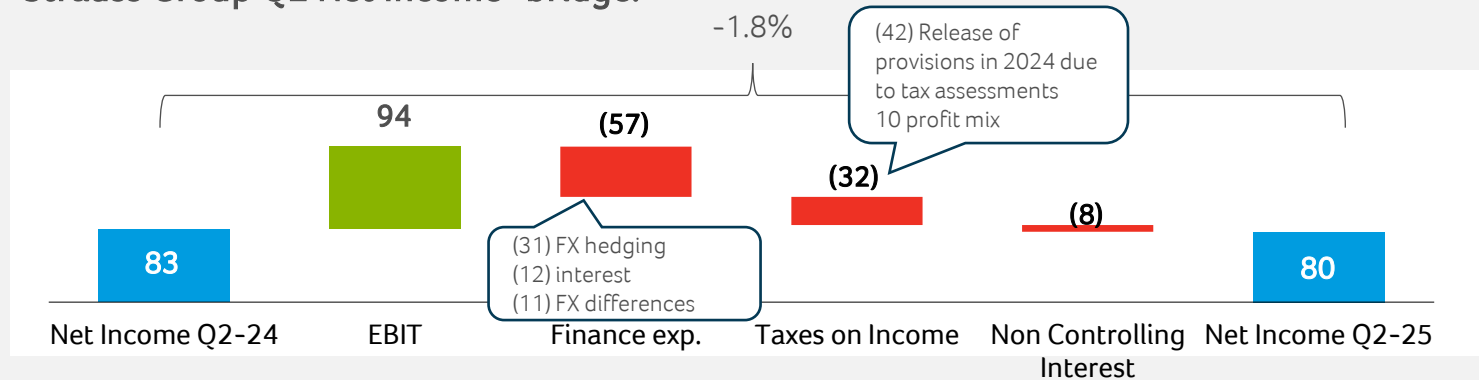


<sup>1</sup> Including loss on cocoa derivatives of NIS 49m in Q1-2025 and NIS 27m in Q2-2024. Excluding these losses, Group EBIT for Q2-24 would have totaled NIS 178m (6.5% margin), for H1-25 Group EBIT would have totaled NIS 475m (7.8% margin) and in H1-24, NIS 382m (7.2% margin). Excluding these losses, Strauss Israel EBIT for Q2-24 would have totaled NIS 126m (10.4% margin), for H1-25 Strauss Israel EBIT would have totaled NIS 297m (10.9% margin) and in H1-24, NIS 277m (11.0% margin).



# Strauss Group Q2 & H1-2025 Net Income<sup>1</sup> | NIS m; Non-GAAP

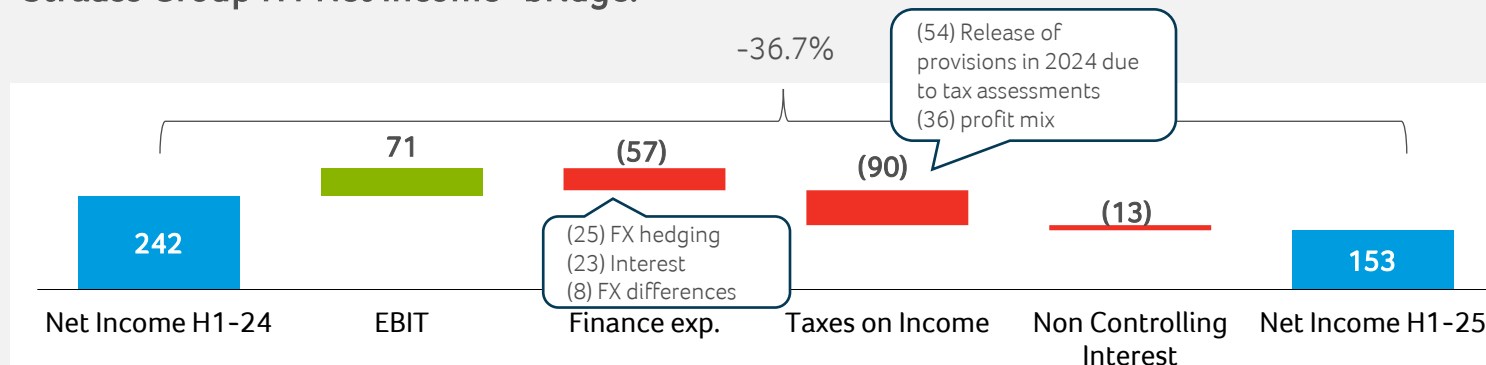
## Strauss Group Q2 Net Income<sup>1</sup> bridge:



## KEY IMPACTS:

- Net income impacted by:
  - Higher financial expenses:
    - Impact of stronger Shekel on FX<sup>2</sup> hedging and differences
    - Higher interest expenses mainly related to financing working capital and higher interest rates in Brazil
  - Higher tax is mainly attributable to lower taxes in Q2 & H1 2024, as well as the profit mix in Israel
  - Non-controlling equity gains increased due to profit mix

## Strauss Group H1 Net Income<sup>1</sup> bridge:

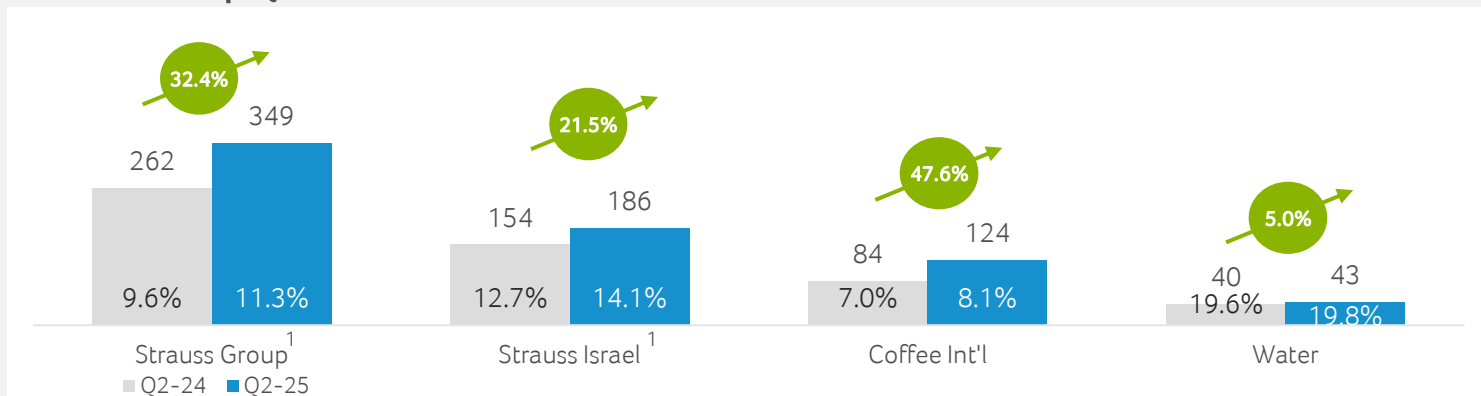


<sup>1</sup> Net Income attributed to the Company Shareholders

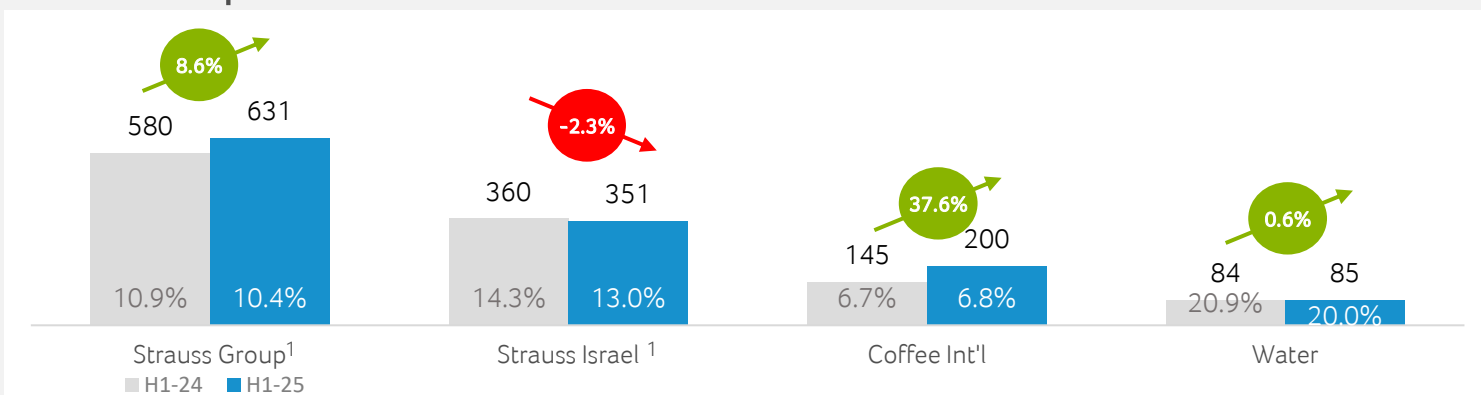
<sup>2</sup> FX – Foreign Exchange

# Q2 & H1-2025 EBITDA and EBITDA margins | NIS m; Non-GAAP

## Strauss Group Q2:

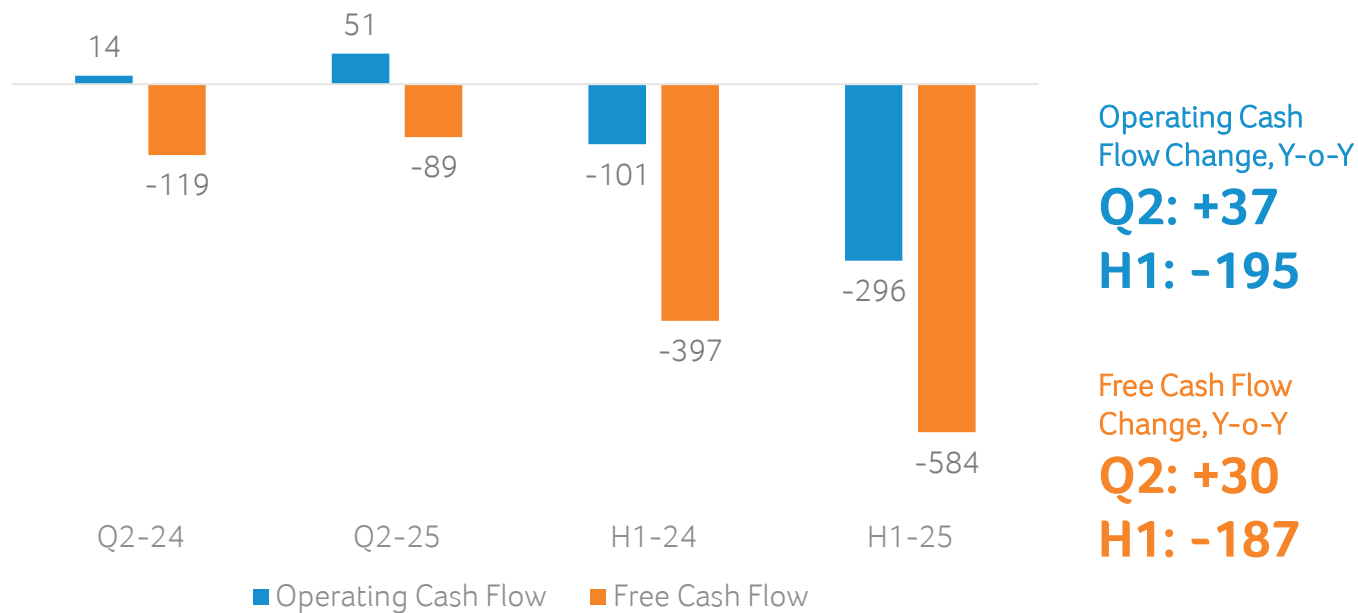


## Strauss Group H1:



<sup>1</sup> Including loss on cocoa derivatives of NIS 49m in Q1-2025 and NIS 27m in Q2-2024. Excluding these losses, Group EBITDA for Q2-24 would have totaled NIS 289m (10.5% margin), for H1-25 Group EBITDA would have totaled NIS 680m (11.2% margin) and in H1-24, NIS 607m (11.4% margin). Excluding these losses, Strauss Israel EBITDA for Q2-24 would have totaled NIS 181m (14.9% margin), for H1-25 Strauss Israel EBITDA would have totaled NIS 400m (14.8% margin) and in H1-24, NIS 387m (15.4% margin).

# Strauss Group Q2 & H1-2025 Cash Flow | NIS m; Non-GAAP

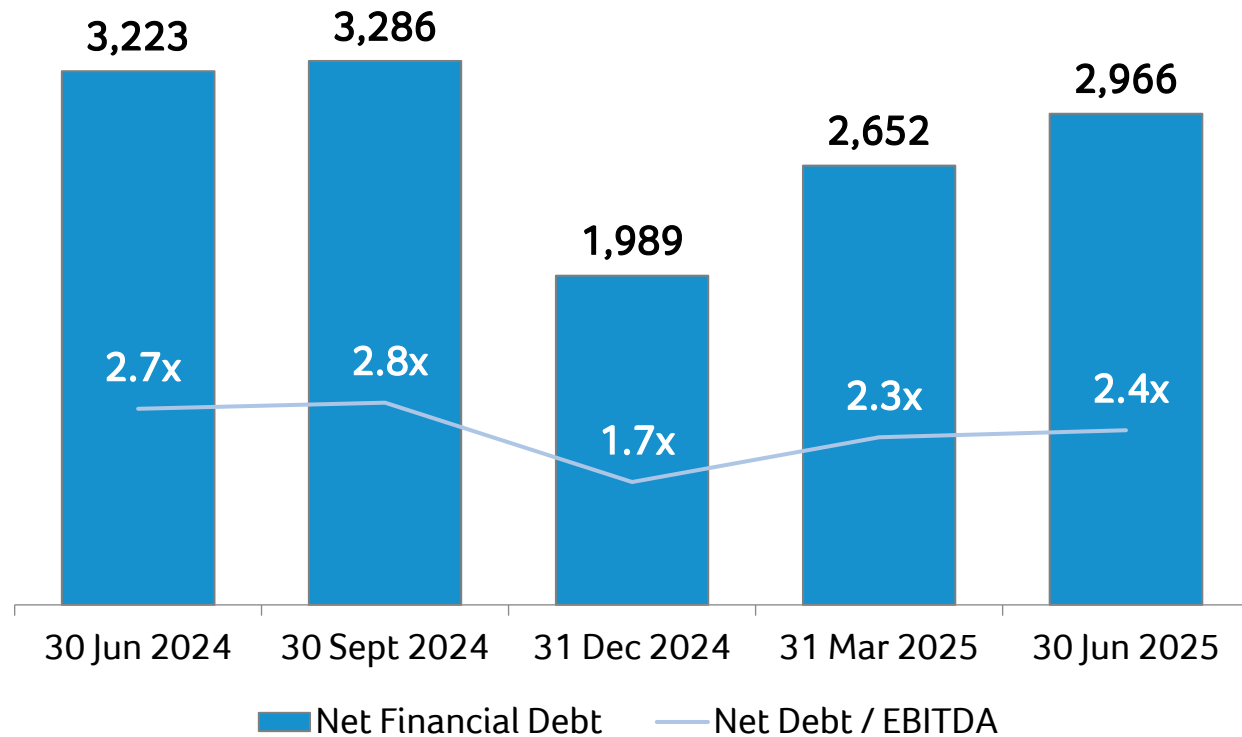


## KEY IMPACTS:

- Operating and free cash flow improvement in Q2-25 following:
  - higher EBITDA
  - lower tax payments
  - lower change in working capital
- despite Wyler fine<sup>1</sup>, higher finance payments and CAPEX



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



## KEY IMPACTS:

- Increase in Net Debt due to:
  - Increase in working capital due to raw material price inflation
  - Dividend of NIS 160m paid in Q2-25 (& dividend of NIS 200m in Q1-25)
- Midroog (Moody's affiliate) upgraded outlook to stable, affirming Aa1.il rating

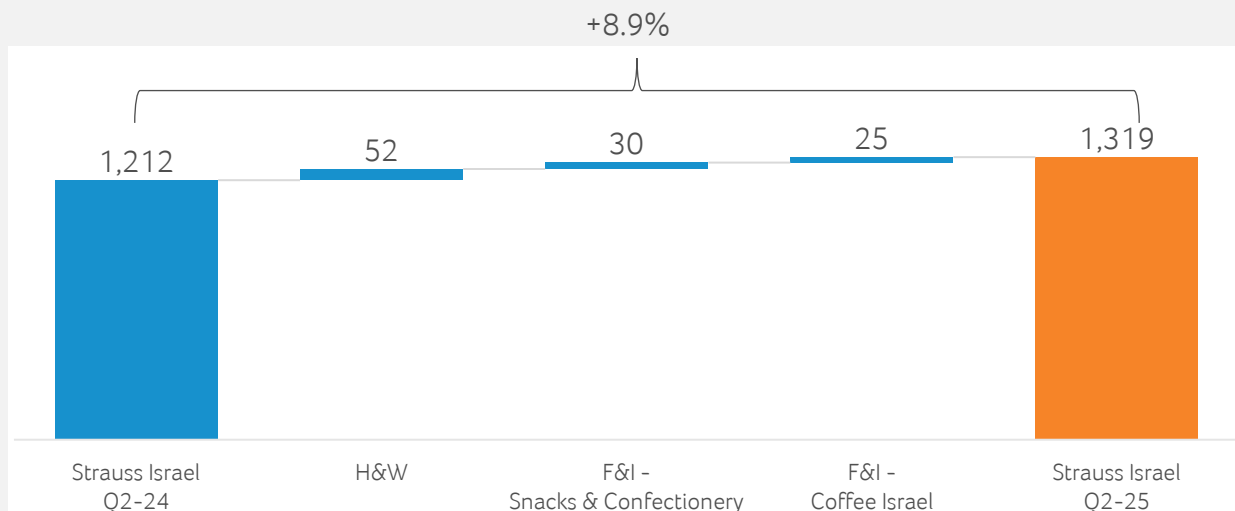


# Strauss Israel



# Strauss Israel Q2-2025 Sales | NIS m; Non-GAAP

## Strauss Israel Q2 Sales Bridge:



## KEY IMPACTS:

- **Health & Wellness** – mainly improved sales mix and higher quantities
- **Fun & Indulgence – Snacks & Confectionery** – higher pricing, improved sales mix and higher quantities
- **Fun & Indulgence – Coffee Israel** – higher quantities and pricing

## Q2-2025 Segment Sales (NIS m)

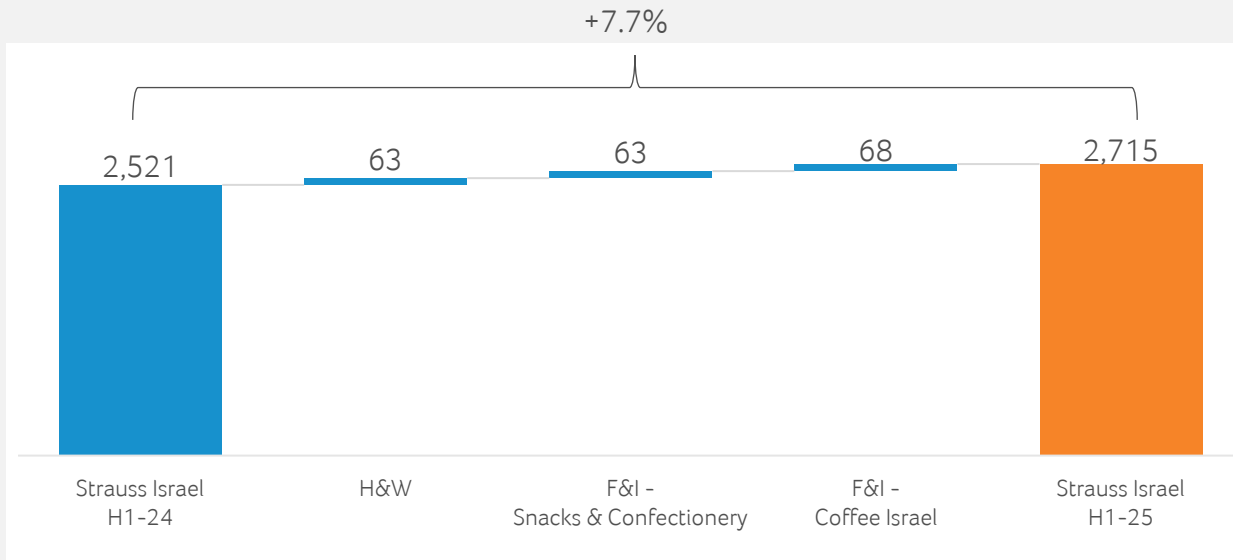
## Q2-2025 Change

61% of Israel Sales	806	H&W	6.8%
23% of Israel Sales	301	F&I - Snacks & Confectionery	11.0%
16% of Israel Sales	212	F&I - Coffee Israel	14.0%
100% of Israel Sales	1,319	Strauss Israel	8.9%



# Strauss Israel H1-2025 Sales | NIS m; Non-GAAP

## Strauss Israel H1 Sales Bridge:



## KEY IMPACTS:

- **Health & Wellness** – mainly improved sales mix and higher quantities
- **Fun & Indulgence – Snacks & Confectionery** – higher pricing, improved sales mix and higher quantities
- **Fun & Indulgence – Coffee Israel** – higher quantities and pricing

## H1-2025 Segment Sales (NIS m)

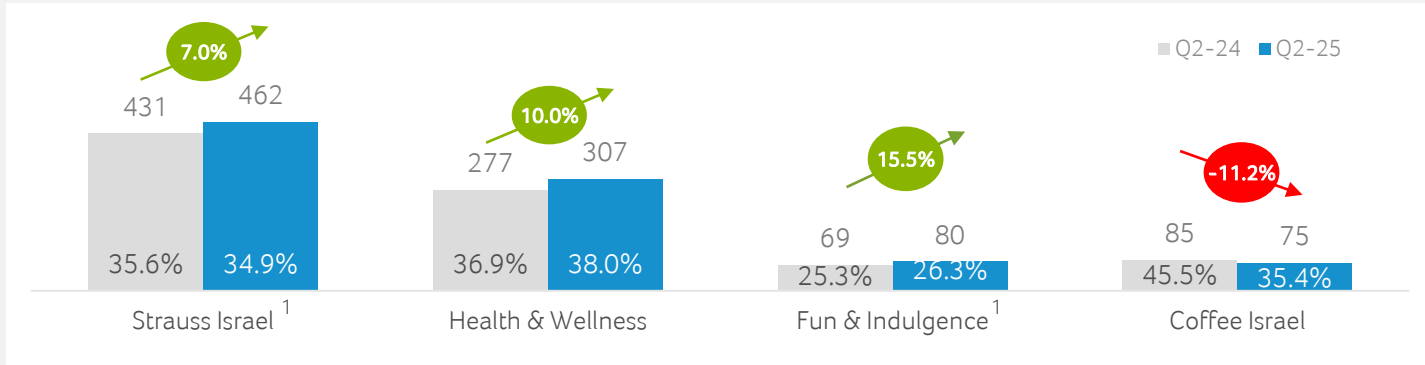
## H1-2025 Change

57% of Israel Sales	1,548	H&W	4.2%
26% of Israel Sales	695	F&I - Snacks & Confectionery	10.0%
17% of Israel Sales	472	F&I - Coffee Israel	16.9%
100% of Israel Sales	2,715	Strauss Israel	7.7%

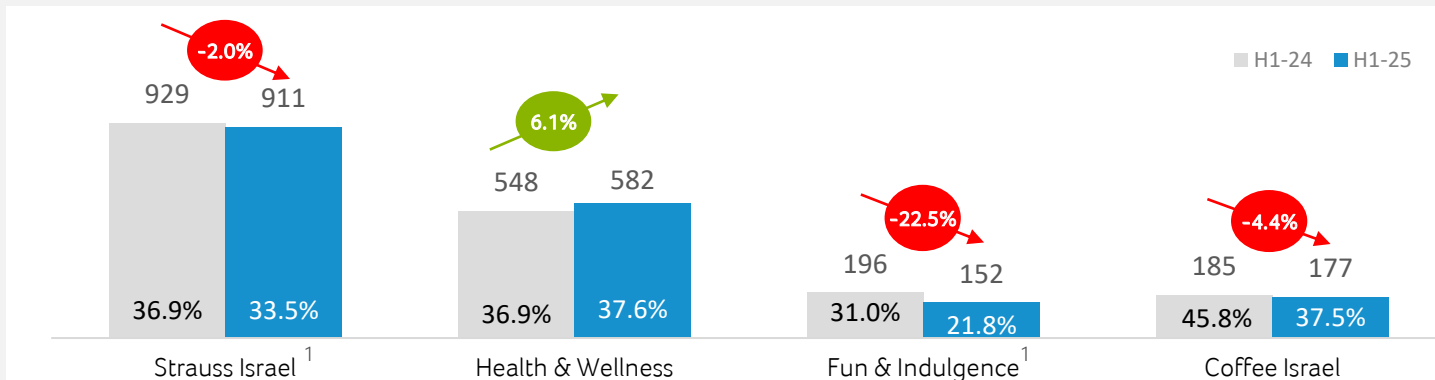
# Strauss Israel & Segments Q2 & H1-2025 | NIS m; Non-GAAP

## Gross Profit & Margins

### Strauss Israel Q2 Gross Profit & Margins:



### Strauss Israel H1 Gross Profit & Margins:

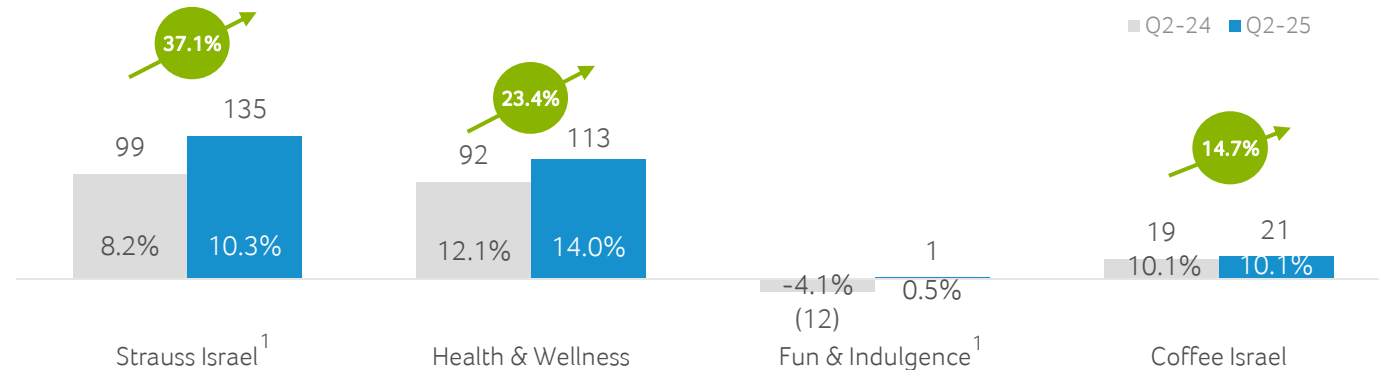


<sup>1</sup> Including loss on cocoa derivatives of NIS 49m in Q1-2025 and NIS 27m in Q2-2024. Excluding these losses, Strauss Israel gross profit for Q2-24 would have totaled NIS 458m (37.9% margin), for H1-25 Strauss Israel gross profit would have totaled NIS 960m (35.3% margin) and in H1-24, NIS 956m (37.9% margin). Excluding these losses, F&I gross profit for Q2-24 would have totaled NIS 96m (35.3% margin), for H1-25 F&I gross profit would have totaled NIS 201m (28.9% margin) and in H1-24, NIS 223m (35.2% margin).

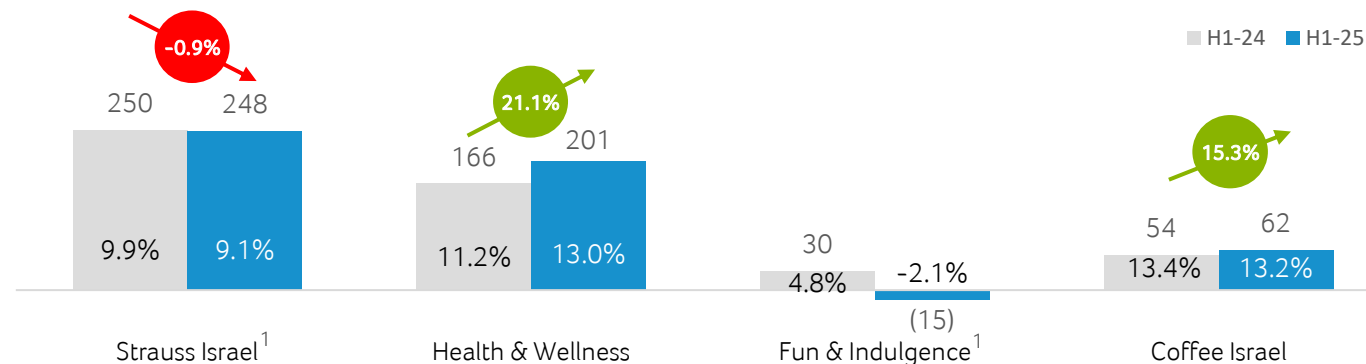
# Strauss Israel & Segments Q2 & H1-2025 | NIS m; Non-GAAP

## EBIT & Margins

### Strauss Israel Q2 EBIT & Margins:



### Strauss Israel H1 EBIT & Margins:



### KEY IMPACTS:

- Implementation of productivity initiatives throughout the business
- Health & Wellness** – improvement in profit margins driven by improved sales mix, pricing and productivity measures
- Fun & Indulgence – Snacks & Confectionery** – impacted by cocoa price inflation and non-recurring loss on cocoa derivatives in Q2-24 and Q1-25<sup>1</sup>
- Fun & Indulgence – Coffee Israel** – higher pricing moderated the impact of green coffee price inflation

<sup>1</sup> Including loss on cocoa derivatives of NIS 49m in Q1-2025 and NIS 27m in Q2-2024. Excluding these losses, Strauss Israel EBIT for Q2-24 would have totaled NIS 126m (10.4% margin), for H1-25 Strauss Israel EBIT would have totaled NIS 297m (10.9% margin) and in H1-24, NIS 277m (11.0% margin). Excluding these losses, F&I EBIT for Q2-24 would have totaled NIS 15m (5.9% margin), for H1-25 F&I EBIT would have totaled NIS 34m (4.9% margin) and in H1-24, NIS 57m (9.1% margin).



# Coffee International

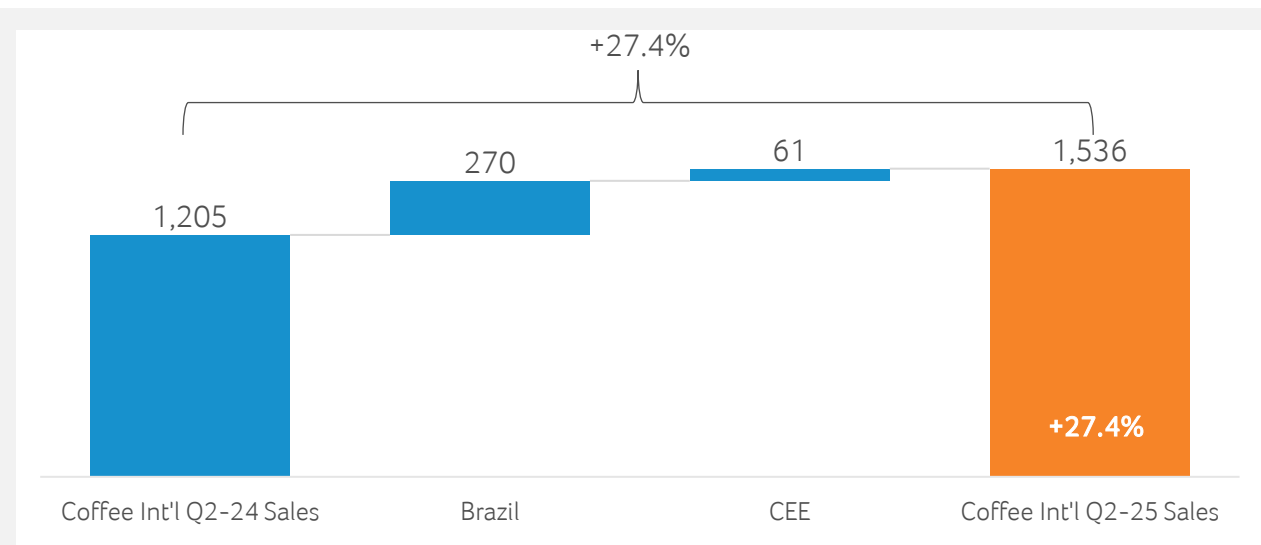


# Strauss Coffee International Performance | NIS m; Non-GAAP

	Q2-2025	Q2-2024	% change	% change excl. FX effect	H1-2025	H1-2024	% change	% change excl. FX effect
<b>Net Sales</b>	<b>1,536</b>	<b>1,205</b>	+27.4%	+37.5%	<b>2,924</b>	<b>2,159</b>	+35.4%	+49.3%
<b>Gross profit</b> Gross Margin	<b>298</b> 19.4%	<b>262</b> 21.8%	+13.8%		<b>531</b> 18.1%	<b>492</b> 22.8%	+7.8%	
<b>EBIT</b> EBIT Margin	<b>102</b> 6.7%	<b>61</b> 5.1%	+67.0%		<b>157</b> 5.4%	<b>99</b> 4.6%	+58.2%	
<b>EBITDA</b> EBITDA Margin	<b>124</b> 8.1%	<b>84</b> 7.0%	+47.6%		<b>200</b> 6.8%	<b>145</b> 6.7%	+37.6%	

# Strauss Coffee International Q2-2025 Sales | NIS m; Non-GAAP

## Strauss Coffee International Q2 Sales Bridge:



### KEY IMPACTS:

- **3C<sup>1</sup>** – higher pricing due to green coffee price inflation, maintaining #1 positioning in the R&G market in Brazil
- **CEE<sup>2</sup>** – higher pricing due to green coffee price inflation, achieving #2 market position in Poland (in relevant categories) and maintain market position in other markets

## Q2-2025 Country Sales (NIS m)

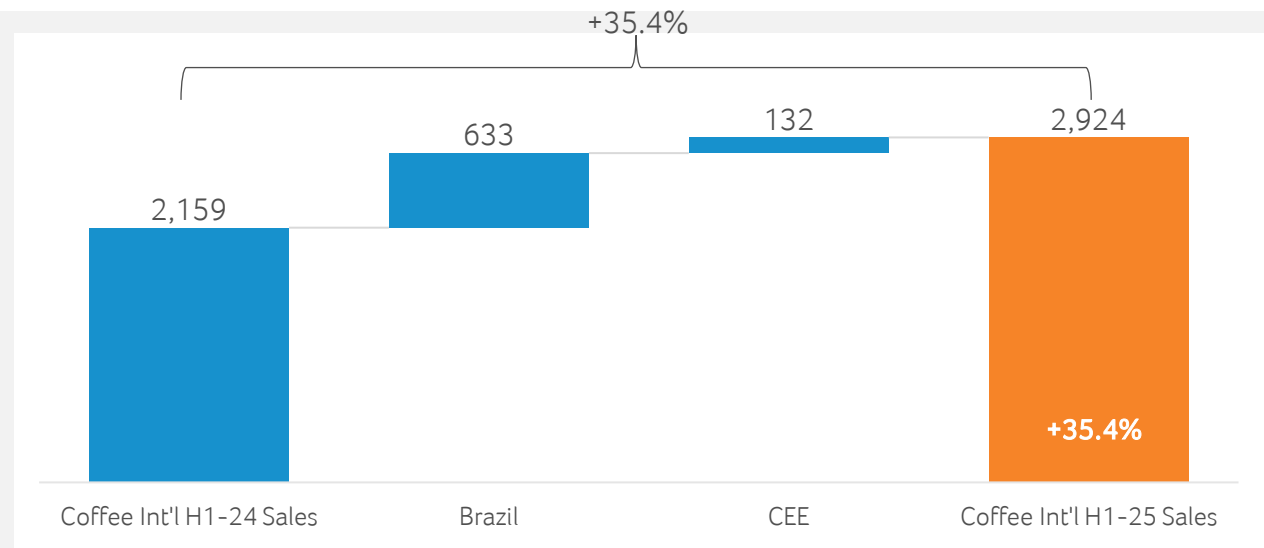
## Q2-2025 Change

72% of Coffee Int'l	1,112	Brazil	49.4%	31.9%
9% of Coffee Intl.	139	Poland	33.3%	36.0%
11% of Coffee Intl.	163	Russia	6.1%	13.3%
5% of Coffee Intl.	73	Romania	22.8%	23.3%
3% of Coffee Intl.	49	Ukraine	38.6%	28.1%
100% of Coffee Int'l	1,536	Total Coffee Int'l	37.5%	27.4%

■ % change excl. FX effect   ■ % change

# Strauss Coffee International H1-2025 Sales | NIS m; Non-GAAP

## Strauss Coffee International H1 Sales Bridge:



### KEY IMPACTS:

- **3C<sup>1</sup>** – higher pricing due to green coffee price inflation, maintaining #1 positioning in the R&G market
- **CEE<sup>2</sup>** – higher pricing due to green coffee price inflation and volume growth in certain geographies

## H1-2025 Country Sales (NIS m)

## H1-2025 Change

73% of Coffee Int'l	2,120	Brazil	65.2%	42.5%
10% of Coffee Intl.	288	Poland	39.3%	40.3%
10% of Coffee Intl.	295	Russia	20.0%	24.4%
4% of Coffee Intl.	129	Romania	25.7%	23.5%
3% of Coffee Intl.	92	Ukraine	34.4%	22.9%
100% of Coffee Int'l	2,924	Total Coffee Int'l	49.3%	35.4%

■ % change excl. FX effect   ■ % change



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

	Q2-2025	Q2-2024	% change	H1-2025	H1-2024	% change
<b>Net Sales</b>	<b>3,536</b>	<b>2,362</b>	+49.7%	<b>6,818</b>	<b>4,121</b>	+65.4%
<b>Gross profit</b> Gross Margin	<b>701</b> 19.8%	<b>512</b> 21.7%	+37.0%	<b>1,194</b> 17.5%	<b>904</b> 21.9%	+32.1%
<b>EBIT</b> EBIT Margin	<b>280</b> 7.9%	<b>107</b> 4.5%	+161.3%	<b>376</b> 5.5%	<b>143</b> 3.5%	+162.7%

## KEY IMPACTS:

- Higher sales and EBIT, reflecting:
  - Higher pricing mostly in R&G category
  - Continued growth of non-R&G products in 3C Brazil
  - Operational efficiencies

# Strauss Water



# Strauss Water Performance | NIS m; Non-GAAP


	Q2-2025	Q2-2024	% change	H1-2025	H1-2024	% change
<b>Net Sales</b>	<b>218</b>	<b>210</b>	+3.9%	<b>424</b>	<b>403</b>	+5.3%
<b>Gross profit</b> Gross Margin	<b>108</b> 49.5%	<b>101</b> 47.9%	+7.5%	<b>207</b> 48.9%	<b>195</b> 48.3%	+6.7%
<b>EBIT<sup>1</sup></b> EBIT Margin	<b>26</b> 12.1%	<b>25</b> 12.0%	+4.0%	<b>52</b> 12.3%	<b>49</b> 12.1%	+6.3%
<b>EBITDA<sup>1</sup></b> EBITDA Margin	<b>43</b> 19.8%	<b>40</b> 19.6%	+5.0%	<b>85</b> 20.0%	<b>84</b> 20.9%	+0.6%

## KEY IMPACTS:

- Sales – higher install base, higher Israel & UK sales and improved sales mix, moderated by the impact of conflict with Iran in Q2-25
- Gross profit supported by FX impact and implementation of productivity measures
- Lower Haier Strauss Water (HSW) equity gains



# Haier Strauss Water<sup>1</sup> Q2 & H1-2025 | 100%; ¥m; Non-GAAP Snapshot

	Q2-2025	Q2-2024	% change	H1-2025	H1-2024	% change	
Net Sales	478	448	+6.6%	934	869	+7.4%	
Net Income Net Margin	41 8.6%	51 11.4%	-18.9%	103 11.0%	103 11.9%	+0.5%	

## KEY IMPACTS:

- Sales increased as the company continued to expand in the market
- Lower net income due to higher R&D expenses and initiation of promotions to support market positioning, impacting margins

<sup>1</sup> Haier Strauss Water (HSW) is a company jointly held by Haier (51%) and Strauss Group (49%), also includes expenses attributed to the additional manufacturing facility





# Thank you



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# Appendix

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



# 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)

# Q2 & H1 GAAP and Non-GAAP | NIS m

	GAAP			Non-GAAP			GAAP			Non-GAAP		
	Q2-2025	Q2-2024	Change	Q2-2025	Q2-2024	Change	H1 2025	H1 2024	Change	H1 2025	H1 2024	Change
<b>Sales</b>	1,875	1,701	174	3,073	2,754	319	3,762	3,427	335	6,063	5,343	720
<b>Gross Profit</b>	583	583	--	868	841	27	1,195	1,148	47	1,649	1,715	(66)
<i>GP Margin</i>	<i>31.1%</i>	<i>34.3%</i>	<i>-3.2ppt</i>	<i>28.3%</i>	<i>30.5%</i>	<i>-2.3ppt</i>	<i>31.8%</i>	<i>33.5%</i>	<i>-1.7ppt</i>	<i>27.2%</i>	<i>32.1%</i>	<i>-4.9ppt</i>
<b>Operating Profit</b>	183	151	32	245	151	94	373	268	105	426	355	71
<i>EBIT Margin</i>	<i>9.8%</i>	<i>8.9%</i>	<i>0.9ppt</i>	<i>8.0%</i>	<i>5.5%</i>	<i>2.4ppt</i>	<i>9.9%</i>	<i>7.8%</i>	<i>2.1ppt</i>	<i>7.0%</i>	<i>6.7%</i>	<i>0.4ppt</i>
<b>Net Profit to Shareholders</b>	64	82	(18)	80	83	(3)	150	133	17	153	242	(89)
<i>NP Margin</i>	<i>3.4%</i>	<i>4.8%</i>	<i>-1.4ppt</i>	<i>2.6%</i>	<i>3.0%</i>	<i>-0.4ppt</i>	<i>4.0%</i>	<i>3.9%</i>	<i>0.1ppt</i>	<i>2.5%</i>	<i>4.5%</i>	<i>-2.0ppt</i>
<b>Change in WC</b>	(131)	(5)	(126)	(194)	(181)	(13)	(444)	(98)	(346)	(811)	(463)	(348)
<b>Operating Cash Flow</b>	20	134	(114)	51	14	37	(73)	159	(232)	(296)	(101)	(195)
<b>CAPEX, net</b>	(122)	(108)	(14)	(140)	(133)	(7)	(254)	(241)	(13)	(288)	(296)	8
<b>FCF</b>	(102)	26	(128)	(89)	(119)	30	(327)	(82)	(245)	(584)	(397)	(187)
<b>Net Debt</b>	2,383	2,641	(258)	2,966	3,223	(257)	2,383	2,641	(258)	2,966	3,223	(257)



# Currencies

## Currencies vs. NIS

Currency vs. NIS	Q2-2025	Q2-2024	Change Y-o-Y	H1-2025	H1-2024	Change Y-o-Y
USD	3.584	3.731	-3.92%	3.599	3.696	-2.63%
EUR	4.066	4.016	1.26%	3.934	3.995	-1.54%
GBP	4.786	4.708	1.64%	4.667	4.675	-0.16%
PLN	0.954	0.933	2.24%	0.929	0.925	0.45%
RON	0.808	0.807	0.15%	0.786	0.803	-2.16%
RUB	0.044	0.041	7.60%	0.042	0.041	2.07%
BRL	0.632	0.716	-11.69%	0.624	0.728	-14.22%
RSD	0.035	0.034	1.18%	0.034	0.034	-1.51%
UAH	0.086	0.094	-7.62%	0.087	0.095	-8.65%
CNY	0.495	0.515	-4.00%	0.496	0.513	-3.40%

## Currencies vs. USD

Currency vs. USD	Q2-2025	Q2-2024	Change Y-o-Y	H1-2025	H1-2024	Change Y-o-Y
NIS	0.279	0.268	4.14%	0.278	0.271	2.72%
EUR	1.135	1.076	5.42%	1.093	1.081	1.14%
GBP	1.335	1.262	5.82%	1.297	1.265	2.55%
PLN	0.266	0.250	6.43%	0.258	0.250	3.17%
RON	0.226	0.216	4.24%	0.218	0.217	0.49%
RUB	0.012	0.011	12.05%	0.012	0.011	4.88%
BRL	0.176	0.192	-8.05%	0.174	0.197	-11.90%
RSD	0.010	0.009	5.33%	0.009	0.009	1.16%
UAH	0.024	0.025	-3.85%	0.024	0.026	-6.20%
CNY	0.138	0.138	-0.06%	0.138	0.139	-0.79%

# Raw Materials Prices

Category	Q2-2024 average	Q2-2025 average	Change %	H1-2024 average	H1-2025 average	Change %
Arabica	220 c/lbs	364 c/lbs	65%	204 c/lbs	370 c/lbs	80%
Robusta	4,061 \$/T	4,768 \$/T	17%	3,668 \$/T	5,102 \$/T	39%
Sugar	572 \$/T	493\$/T	-13%	603 \$/T	508\$/T	-15%
Cocoa	7,944 GBP/T	6,467 GBP/T	-18%	6,478 GBP/T	7,082 GBP/T	10%
Sesame	1,852 \$/T	1,849 \$/T	-15%	1,848 \$/T	1,729 \$/T	-6.4%
Milk (Israel)	2.44 ILS/L	2.47 ILS/L	1.3%	2.41 ILS/L	2.43 ILS/L	0.9%