Unofficial Translation from Hebrew

Strauss Group Reports Q4 & FY-2025 Financial Results:[1] FY-2025 Revenues of NIS 12.5 billion, up c.12% y-o-y, with strong EBIT exceeding NIS 1 billion, up c.36% y-o-y

The profitability improvement was mainly driven by Coffee International, with record results for *3corações* (50%-owned JV in Brazil)

Key Financial Highlights – Full Year 2025[2]

- Strauss Group revenues of NIS 12,507 million, up 11.6%. Excluding currency effects and divested activities, revenues increased 21.6%.
- EBIT of NIS 1,020 million, up 35.6% (EBIT margin of 8.2%), compared with NIS 752 million (6.7% margin).
- Net Income attributable to shareholders of NIS 450 million, up 7.6%, compared with NIS 418 million.
- Positive free cash flow of NIS 215 million, compared with negative free cash flow of NIS 51 million.
- Strauss Group declared a dividend of NIS 250 million, or approx. NIS 2.14 per share, to be paid on April 14th 2026.

PETAH TIKVA, Israel, March 25, 2026 – Strauss Group Ltd. (TASE: STRS) reported its financial results for the fourth quarter and full year of 2025, ended December 31, 2025.

Shai Babad, President and CEO of Strauss Group, stated:

"In 2025, we delivered double-digit sales growth and a significant improvement in profitability, primarily driven by the consistent execution of our strategy and the dedication and commitment of our employees. The Group's main growth engine was the international coffee business, led by Brazil, alongside continue strengthening our operations in Israel, investing in innovation, and developing the Group's growth engines.

Last week, we reported that *3corações*, Strauss's 50%-owned JV in Brazil, is acquiring Yoki – a leading Brazilian food company with annual sales of approximately $R 2 billion. This is a meaningful transaction for us, enabling continued expansion of our presence in Brazil beyond coffee.

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1 The data presented in this document is based on the company's Non-GAAP figures, which include the proportionate consolidation of jointly-controlled entities and exclude the following: share-based compensation; end-of-period mark-to-market valuations of open financial derivative positions used for commodity hedging; timing adjustments for gains and losses from commodity derivatives, which are deferred until the related inventory is sold to third parties; other net income/expenses; and the related tax effects, unless stated otherwise.

2 Q4-2025 and FY-2025 results in this earnings release are presented in comparison to Q4-2024 and FY-2024, respectively, unless otherwise stated.

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In Israel, we continued to be consumer-focused during the war, while safeguarding our people ensuring business continuity, and laying a strong foundation for Strauss Group's long-term growth in Israel and internationally."

Key Financial Highlights – Fourth Quarter 2025[3]

- Strauss Group revenues of NIS 3,167 million, up 10.2%. Excluding currency effects, revenues increased 12.7%.
- EBIT of NIS 282 million, up 62.3% (EBIT margin of 8.9%), compared with EBIT of NIS 174 million (6.1% margin).
- Net Income attributable to shareholders of NIS 151 million, up 103.3%, compared with NIS 74 million.
- Positive free cash flow of NIS 554 million, compared with positive free cash flow of approximately NIS 444 million in the comparable period.

Table 1. Strauss Group Financial Performance (Non-GAAP):[(1)]

NIS million	Q4-2025	Q4-2024	% Change	% Change excl. FX	2025	2024	% Change	% Change excl. FX
Total Group Sales	**3,167**	**2,872**	*10.2%*	*12.7%*	**12,507**	**11,206**	*11.6%*	*15.4%*
Gross Profit	**990**	**813**	*21.9%*	*24.1%*	**3,599**	**3,439**	*4.7%*	*7.3%*
Gross margin	*31.3%*	*28.3%*			*28.8%*	*30.7%*		
EBIT	**282**	**174**	*62.3%*	*62.8%*	**1,020**	**752**	*35.6%*	*37.7%*
EBIT margin	*8.9%*	*6.1%*			*8.2%*	*6.7%*		
Net Income Attributable to Shareholders	**151**	**74**	*103.3%*	*64.1%*	**450**	**418**	*7.6%*	*5.1%*
Net margin	*4.8%*	*2.6%*			*3.6%*	*3.7%*		
EPS (NIS)	**1.30**	**0.64**	*103.2%*		**3.86**	**3.59**	*7.6%*	
EBITDA	**388**	**272**	*42.9%*	*43.7%*	**1,434**	**1,184**	*21.0%*	*22.9%*
EBITDA margin	*12.3%*	*9.5%*			*11.5%*	*10.6%*		
Operating Cash Flow	**710**	**641**	*10.8%*		**781**	**600**	*30.2%*	
Capex, Net	**156**	**197**	*-20.8%*		**566**	**651**	*-13.1%*	
Free Cash Flow	**554**	**444**	*24.8%*		**215**	**-51**	*N.M.*	
Net debt	**2,223**	**1,989**	*11.8%*		**2,223**	**1,989**	*11.8%*	
Net debt / EBITDA	**1.55**	**1.68**			**1.55**	**1.68**		

[3] Q4-2025 and FY-2025 results in this earnings release are presented in comparison to Q4-2024 and FY-2024, respectively, unless otherwise stated.

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Business Segment Performance – Full Year 2025

Strauss Israel

- Revenues of NIS 5,457 million, up 5.6%, and EBIT of NIS 530 million, up 0.4% (EBIT margin of 9.7%).
- **Health & Wellness** – Revenues of NIS 3,159 million, up 2.7% and EBIT of NIS 405 million, up 4.1% (EBIT margin of 12.8%).
- **Fun & Indulgence (Snacks & Confectionery)** – Revenues of NIS 1,395 million, up 10.3%, and EBIT of NIS 12 million, down 72.4% (EBIT margin of 0.9%).
- **Fun & Indulgence (Coffee Israel)** – Revenues of NIS 903 million, up 8.9%, and EBIT of NIS 113 million, up 19.3% (EBIT margin of 12.5%).

Coffee International

- Revenues of NIS 6,155 million, up 30.8%, and EBIT of NIS 493 million, up 130.7% (EBIT margin of 8.0%).
- ***3corações*** (50% share) – Revenues of NIS 4,352 million, up 31.5%, and EBIT of NIS 387 million, up 196.6% (EBIT margin of 8.9%).
- **Central and Eastern Europe (CEE)** (Poland, Romania, Russia and Ukraine) – Revenues of NIS 1,826 million, up 34.7%.

Strauss Water

- Revenues of NIS 895 million, up 5.5%, and EBIT of NIS 115 million, down 0.2% (EBIT margin of 12.8%).
- **Haier Strauss Water** (49%-owned JV with Haier) (100% in NIS) – Revenues of NIS 928 million, up 1.0% (8.7% in local currency) and Net Income of NIS 87 million, down 29.6%.

Business Segment Performance – Fourth Quarter 2025

Strauss Israel

- Revenues of approximately NIS 1,335 million, up 4.4%, and EBIT of NIS 136 million, up 13.6% (EBIT margin of 10.2%).
- **Health & Wellness –** Revenues of NIS 790 million, up 3.4%, and EBIT of NIS 103 million, down 0.2% (EBIT margin of 13.0%).
- **Fun & Indulgence (Snacks & Confectionery) –** Revenues of NIS 335 million, up 8.3%, and EBIT of NIS 12 million, up 163.6% (EBIT margin of 3.7%).
- **Fun & Indulgence (Coffee Israel) –** Revenues of NIS 210 million, up 2.8%, and EBIT of NIS 21 million, up 73.0% (EBIT margin of 9.9%).

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Coffee International

- Revenues of NIS 1,595 million, up 24.0%, and EBIT of NIS 173 million, up 270.9% (EBIT margin of 10.9%).
- ***3corações*** (50% share) – Revenues of NIS 1,083 million, up 17.4%, and EBIT of NIS 140 million, up 350.2% (EBIT margin of 12.9%).
- **CEE** – Revenues of NIS 518 million, up 40.3%.

Strauss Water

- Revenues of NIS 237 million, up 7.4%, and EBIT of NIS 40 million, down 0.8% (EBIT margin of 16.6%).
- **Haier Strauss Water** (100% in NIS) – Revenues of NIS 249 million, down 4.3% (up 7.5% in local currency), and Net Income of NIS 20 million, down 52.0%.

Table 2. Sales Summary by Operating Segment (Non-GAAP)(1):

NIS million	Q4-2025	Q4-2024	% Change	% Change excl. FX	2025	2024	% Change	% Change excl. FX
Group Sales	**3,167**	**2,872**	*10.2%*	*12.7%*	**12,507**	**11,206**	*11.6%*	*15.4%*
Strauss Israel	1,335	1,278	*4.4%*		5,457	5,170	*5.6%*	
Health & Wellness	790	764	*3.4%*		3,159	3,076	*2.7%*	
Fun & Indulgence (Snacks and Confectionery) (2)	335	309	*8.3%*		1,395	1,264	*10.3%*	
Fun & Indulgence (Coffee Israel)	210	205	*2.8%*		903	830	*8.9%*	
Coffee International(2)	1,595	1,287	*24.0%*	*29.1%*	6,155	4,705	*30.8%*	*40.8%*
Strauss Water	237	221	*7.4%*	*8.1%*	895	848	*5.5%*	*5.8%*
Other(3)	-	86			-	483		

(1) The data presented in this document are based on the company's non-GAAP figures, which include the proportionate consolidation of jointly controlled entities and exclude the following: share-based payments; end-of-period mark-to-market valuations of open financial derivative positions used for commodity hedging; timing adjustments for gains and losses from commodity derivatives, which are deferred until the related inventory is sold to third parties and/or the derivative is exercised; other net income and expenses; and the related tax effects, unless stated otherwise. All changes are in comparison with the corresponding period last year, unless stated otherwise.

(2) Fun & Indulgence (Snacks and Confectionery) figures include Strauss Group's 50% interest in the salty snacks business. Coffee International figures include Strauss Group's 50% interest in the *3corações* joint venture in Brazil (jointly held with the local São Miguel Group (50%)). Strauss Water EBIT figures include Strauss Group's interest in Haier Strauss Water JV in China (49%).

(3) Comparative figures include the data for Sabra and Obela (based on 50%), which were sold during 2024.

(4) Including loss on cocoa derivative of NIS 49 million in Q1-25, NIS 27 million in Q2-24 and NIS 18 million in Q3-24.

Note: Financial data were rounded to the nearest NIS million. Percentages changes were calculated based on the exact figures in NIS thousands. The figures for total International Dips & Spreads were derived from the exact figures for Sabra and Obela, in NIS thousands.

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Table 3. Operating Profit Summary by Operating Segment (Non-GAAP)[1]:

NIS million	Q4-2025	Q4-2024	% Change	% Change excl. FX	2025	2024	% Change	% Change excl. FX
Group EBIT	**282**	**174**	**62.3%**	**62.8%**	**1,020**	**752**	**35.6%**	**37.7%**
EBIT margin	*8.9%*	*6.1%*			*8.2%*	*6.7%*		
Strauss Israel	136	120	*13.6%*		530	528	*0.4%*	
EBIT margin	*10.2%*	*9.4%*			*9.7%*	*10.2%*		
Health & Wellness	103	103	*-0.2%*		405	389	*4.1%*	
EBIT margin	*13.0%*	*13.4%*			*12.8%*	*12.6%*		
Fun & Indulgence (Snacks and Confectionery) [2] [4]	12	5	*163.6%*		12	44	*-72.4%*	
EBIT margin	*3.7%*	*1.5%*			*0.9%*	*3.5%*		
Fun & Indulgence (Coffee Israel)	21	12	*73.0%*		113	95	*19.3%*	
EBIT margin	*9.9%*	*5.9%*			*12.5%*	*11.4%*		
Coffee International[2]	173	47	*270.9%*		493	214	*130.7%*	
EBIT margin	*10.9%*	*3.6%*			*8.0%*	*4.6%*		
Strauss Water [2]	40	40	*-0.8%*		115	115	*-0.2%*	
EBIT margin	*16.6%*	*18.0%*			*12.8%*	*13.5%*		
Other[3]	-67	-33	*109.1%*		-118	-105	*13.0%*	

Table 4: Strauss Group Financial Performance (GAAP):

NIS million	Q4-2025	Q4-2024	% Change	2025	2024	% Change
Total Group Sales	**2,007**	**1,789**	12.2%	**7,823**	**7,089**	10.4%
Gross Profit	**659**	**587**	12.2%	**2,501**	**2,388**	4.7%
Gross margin	*32.8%*	*32.8%*		*32.0%*	*33.7%*	
EBIT	**246**	**148**	66.7%	**887**	**632**	40.4%
EBIT margin	*12.3%*	*8.2%*		*11.3%*	*8.9%*	
Net Income Attributable to the Company's Shareholders	**127**	**392**	-67.5%	**404**	**624**	-35.2%
Net margin	*6.3%*	*21.9%*		*5.2%*	*8.8%*	
EPS (NIS)	**1.09**	**3.36**	-67.6%	**3.47**	**5.35**	-35.1%
EBITDA	**348**	**228**	52.6%	**1,253**	**982**	27.6%
EBITDA margin	*17.3%*	*12.7%*		*16.0%*	*13.9%*	
Operating Cash Flow	**369**	**221**	67.0%	**461**	**560**	-17.7%
Capex, Net	**-138**	**-170**	*-18.8%*	**-494**	**-543**	*-9.0%*
Free Cash Flow	**231**	**51**	352.9%	**-33**	**17**	-294.1%
Net debt	**2,093**	**1,670**	25.3%	**2,093**	**1,670**	25.3%
Net debt / EBITDA	**1.67**	**1.70**		**1.67**	**1.70**	

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Conference Call

On Wednesday, March 25, 2026, at 14:00 (Israel time), the Company will host a **Hebrew-language webcast conference call** with management to review the financial results.

To participate in the webinar please use the following link:

https://us02web.zoom.us/webinar/register/WN_hiHqsciIS7yFmlS12uDihw#/registration

In addition, on Wednesday, March 25, 2026, at 15:30 (Israel time), the Company will host an **English-language webcast conference call** with management to review the financial results.

To participate in the webinar please use the following link:

https://us02web.zoom.us/webinar/register/WN_DzsSd8YDS-yFKftpRsN-qw

Webinar ID: 892 3208 6411

Questions for the questions and answers session may be submitted (up to 2 hours) in advance to: avshalom.shimi@strauss-group.com

Management's review will be accompanied by a presentation which will be available on the Investor Relations section of our website on Wednesday, March 25th, 2026.

https://ir.strauss-group.com/

Likewise, Strauss Group's Q4 & FY-2025 earnings press release, and financial statements will be available on the Company's website

A recording of the webinar will be available on the company's website shortly following the webinar

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Forward Looking Statement Disclaimer

This press release 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 press release's sole purpose is to provide information. The Information provided in the press release 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 press release may contain forward-looking statements as defined in the Israeli Securities Law, 5728-1968. All forward-looking statements in this press release 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 press release. 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 press release was prepared.

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