

Press Release

Strauss Group's Joint Venture 3corações Acquires Yoki in Brazil *A leading Brazilian Food Company with Annual Sales of ~BRL 2 Billion*

Petah Tikva (March 17, 2026) – Strauss Group announces that **3corações**, the joint venture of Strauss and **São Miguel** and the largest coffee company in Brazil, has signed an agreement to acquire **Yoki** from **General Mills**.

Under the agreement, Três Corações will pay **BRL 800 million** (approximately **NIS 475 million**) for Yoki, subject to customary adjustments for deviations from these assumptions, as well as additional deductions agreed as part of the acquisition agreement.

Founded in 1960, Yoki is a leading Brazilian food company operating across a wide range of dry food categories, snacks, cooking and seasoning solutions. Similar to Strauss's activities in Israel, the company owns leading and beloved local brands in Brazil - **Yoki** and **Kitano**. Yoki's annual revenues amount to approximately **BRL 2 billion** (around **NIS 1.2 billion**) in the Brazilian market. The company holds a leading market position in key categories, which account for approximately **65%** of its total sales.

Currently, Yoki's products reach approximately **100,000 points of sale** across Brazil through a third party distribution network. Integrating Yoki's operations into 3corações' distribution platform, which reaches over **400,000 points of sale** nationwide, has the potential to increase sales and generate meaningful operational leverage.

Furthermore, the acquisition of Yoki expands 3corações' market presence and operations in Brazil, and notably strengthens its non-coffee activities, while strengthening its food footprint and thereby reducing exposure to green coffee volatility.

This transaction joins other acquisitions carried out by 3corações in Brazil in recent years. The acquisition is another milestone in the implementation of Strauss Group's strategy and strengthening of its presence in Brazil.

Shai Babad, CEO and President of Strauss Group: "In line with Strauss Group's strategy, we aim to grow in markets where we have a clear competitive advantage with market leading and beloved local brands. Brazil is a strategic market for us, and 3corações, the largest coffee company in Brazil and our joint venture with São Miguel, continues to expand and strengthen the company's presence in Brazil beyond the coffee category."

Hillel Kremer, CEO of Strauss Coffee International: "Through 3corações' strong platform, the company will be able to significantly expand the distribution of Yoki products, benefit from synergies, and build new growth engines in the Brazilian market, as part of the company's journey to become one of the leading dry food companies in Brazil."

The transaction will be financed from 3corações' own resources, and is expected to close by the end of calendar 2026, subject to customary closing conditions, including receipt of regulatory approvals in Brazil. Deutsche Bank acted as the exclusive financial advisor to 3corações for the transaction.

About Strauss Group

Strauss Group is an international Food & Beverage company that strives to nourish a better tomorrow, headquartered in Israel. Our portfolio includes three main businesses: Strauss Coffee B.V., Strauss Israel and Strauss Water.

About Grupo 3corações

Founded in 1959, Grupo 3corações is Brazil's leading coffee company, offering a comprehensive portfolio that includes roasted and ground coffee, cappuccino, capsules, solubles, instant products, and ready-to-drink beverages. The Group manages more than 30 brands, including 3 Corações, Santa Clara, and regional brands such as Pimpinela, Café Brasileiro, and Iguaçu, and is present in more than 600,000 points of sale nationwide, supported by its own logistics and commercial structure, in addition to exporting to Latin America, Europe, the United States, and other regions.

A leader in innovation, the Group developed the exclusive TRES® system, featuring multi-beverage machines and more than 50 flavors spanning coffees, creamy beverages, teas, and drip-filtered capsule products. In specialty coffee, it operates the Rituais 85+ by 3 Corações line, focused on excellence-grade beans (SCA 85+) with an emphasis on sustainability and social impact. Beyond coffee, the Group also operates in the powdered beverages (Frisco), chocolate drinks (Chocolatto), seasonings, and corn-derived products (Dona Clara and Kimimo) categories, as well as plant-based milks, supplements, and healthy snacks through its joint venture with Positive Co. and Zaya.

With approximately 9,000 employees, Grupo 3corações maintains a comprehensive infrastructure that includes 28 Sales and Distribution Centers, 10 manufacturing plants (comprising 13 industrial units), 2 green coffee processing units, and a Services and Flavors School. For more information, visit www.3coracoes.com.br.