

**STRAUSS GROUP LTD.  
(The “Company”)**

March 25, 2026

Messrs  
The Israel Securities Authority  
Via MAGNA

Messrs  
The Tel Aviv Stock Exchange Ltd.  
Via MAGNA

Dear Sir/Madam:

Re: **Immediate Report Regarding the Convening of an Annual General and Special Meeting of the Company**

In accordance with the provisions of the Companies Law, 1999 (the “**Companies Law**”), the Securities Regulations (Periodic and Immediate Reports), 1970 (the “**Reporting Regulations**”), the Companies Regulations (Written Votes and Position Statements), 2005 (the “**Voting Regulations**”), the Companies Regulations (Notice and Announcement of General Meetings and Class Meetings in Publicly Owned Companies and Addition of an Item to the Agenda), 2000 (the “**Notice and Announcement Regulations**”) and the Securities Regulations (Transaction between a Company and a Controlling Shareholder Therein), 2001 (the “**Controlling Shareholder Regulations**”), an Immediate Report is hereby given regarding the convening of an Annual General and Special Meeting of Shareholders of the Company, which shall be held on Thursday, April 30, 2026 at 3:00 p.m., at the offices of the Company at 49 Hasivim Street, Petach Tikva the “**Meeting**”).

1. **Items on the Agenda and Proposed Resolutions**

1.1 **Discussion of the Annual Financial Statements of the Company and the Board of Directors’ Report for the year ended December 31, 2025**, as published by the Company as part of its Periodic Report dated March 25, 2026 (Reference No. 2026-01-026734) (the “**2025 Periodic Report**”), with no resolution being adopted.

1.2 **Reappointment of the Auditor**

The Company applies the Proposed Best Practices for Directors for Promoting the Quality of the Financial Statements Audit (the “**Best Practices**”), as published by the Israel Securities Authority (ISA) in October 2021, and is taking steps to incorporate them into its work procedures. Accordingly, at its meeting on March 23, 2026, the Audit Committee recommended the reappointment of KPMG Somekh Chaikin as the Company’s Auditor, based on the position of Company management presented to the Committee. This recommendation was approved by the Board of Directors on March 24, 2026.

Considering their experience and professionalism, it is proposed to reappoint KPMG Somekh Chaikin, of 17 Ha’arba’a Street, Millennium Tower, Tel Aviv, as the Company’s Auditor until the next Annual General Meeting, and to authorize the Board of Directors of the Company to determine their fee.

**Proposed resolution: “Reappoint KPMG Somekh Chaikin, of 17 Ha’arba’a Street, Millennium Tower, Tel Aviv, as the Company’s Auditor until the next Annual General Meeting, and authorize the Board of Directors of the Company to determine their fee”.**

1.3 **Reappointment of directors retiring by rotation**

Reappointment of Mr. Shaul Kobrinsky and Ms. Ravit Barniv, who are retiring by rotation in accordance with the provisions of the Company’s Articles of Association, as directors of the

Company. The terms and conditions of the directors shall remain unchanged, as set forth in Section 2 of this report.

Proposed resolution (for the avoidance of doubt, the vote regarding each director shall be taken separately): **“Reappoint Mr. Shaul Kobrinsky and Ms. Ravit Barniv, who are retiring by rotation in accordance with the provisions of the Company’s Articles of Association, as directors of the Company”.**

1.4 Appointment of an External Director

Appointment of Mr. Aviram Lahav as an External Director of the Company for a three-year term of office commencing upon approval by the Meeting convened hereunder, as set forth in Section 3 of this report.

Proposed resolution: **“Appoint Mr. Aviram Lahav as an External Director of the Company for a three-year term, commencing upon approval by the General Meeting convened hereunder, as set forth in this Convening Report”.**

1.5 Appointment of a director appointed by a resolution of the Board of Directors

Appointment of Ms. Smadar Barber-Tsadik, who was appointed as a director of the Company by a resolution of the Board of Directors of the Company in March 2026, in accordance with the Company’s Articles of Association. Ms. Barber-Tsadik’s terms and conditions of office shall remain unchanged, as set forth in Section 4 of this report (for approval of the grant of a Letter of Undertaking for Indemnification, see Item 1.6 on the agenda).

Proposed resolution: **“Appoint Ms. Smadar Barber-Tsadik as a director of the Company, as set forth in this Convening Report”.**

1.6 Grant of a Letter of Undertaking for Indemnification to Ms. Smadar Barber-Tsadik

Grant of a Letter of Undertaking for Indemnification to Ms. Smadar Barber-Tsadik, effective as of the date of her appointment as a director of the Company, in the grant of which the controlling shareholders of the Company may be deemed to have a personal interest, as set forth in Section 5 of this report.

Proposed resolution: **“Approve the grant of a Letter of Undertaking for Indemnification to Ms. Barber-Tsadik, effective as of the date of her appointment as a director of the Company, as set forth in this Convening Report”.**

2. Reappointment of Directors Retiring by Rotation (Item 1.3 on the agenda)

2.1 The terms and conditions of office of the directors Mr. Shaul Kobrinsky and Ms. Ravit Barniv shall remain unchanged, including the compensation they shall be paid in accordance with the Companies Regulations (Rules Regarding Compensation and Expense Reimbursement of an External Director), 2000 (the **“Compensation Regulations”**), which is the maximum amount set forth in the Compensation Regulations, and the compensation to be paid to each of them is the compensation payable to an expert director. The directors are also entitled to all other arrangements in place in the Company with respect to insurance, indemnification, exemption, etc., which shall remain in full force and effect with respect to the directors currently serving and those who shall serve on the Board of Directors of the Company from time to time. For further information on the terms and conditions of office of directors of the Company, see Regulation 21 in the chapter “Additional Information on the Company” in the 2025 Periodic Report. For further information on the consulting agreement with Mr. Shaul Kobrinsky, who serves as Vice Chairperson of the Board, see the (supplementary) meeting convening report of July 8, 2025 (Reference No. 2025-01-050308).

- 2.2 For the information required under Regulation 36B(10) of the Reporting Regulations with respect to the directors proposed for reappointment, see Regulation 26 in the chapter “Additional Information on the Company” in the 2025 Periodic Report and also the voting deed attached to this Convening Report.
- 2.3 The directors proposed for reappointment have signed the declarations required under Section 224B of the Companies Law, and said declarations are attached as **Annex “A”** to this Convening Report.

3. **Additional Information Regarding the Appointment of Mr. Aviram Lahav as an External Director of the Company** (Item 1.4 on the agenda)

- 3.1 Mr. Lahav’s declaration with respect to his appointment as an External Director of the Company in accordance with Sections 224B(a) and 241 of the Companies Law is attached as **Annex “A”** to this Convening Report.
- 3.2 Based, *inter alia*, on Mr. Aviram Lahav’s declaration and the information disclosed by him, the Board of Directors has determined that he possesses accounting and financial expertise, as set forth in the Companies Regulations (Conditions and Criteria for a Director with Accounting and Financial Expertise and a Director with Professional Qualifications) 2005 (the “**Qualification Regulations**”), and consequently that he is an “Expert External Director” within the meaning of this term in the Companies Regulations (Rules Regarding Compensation and Expense Reimbursement of an External Director), 2000 (the “**Compensation Regulations**”).
- 3.3 The candidate shall be entitled to the terms and conditions of office in place in the Company for external directors, all in accordance with the terms and conditions of office of the external directors serving in the Company and in accordance with the Company’s Remuneration Policy and the decisions of the competent organs of the Company. This includes entitlement to annual compensation and remuneration for participation at the maximum amount prescribed in the Compensation Regulations, taking into account the Company’s ranking and his classification as an “Expert Director”, who is entitled to the supplement determined in Regulation 5A of the Compensation Regulations. Mr. Lahav shall also be entitled to a Letter of Undertaking for Indemnification and a Letter of Exemption in the same form as those granted to other directors and officers of the Company, as in effect from time to time, inclusion in the Company’s D&O insurance policy, and reimbursement of expenses.
- 3.4 Following is the information required under Regulation 26 of the Reporting Regulations with respect to the candidate for the office of external director, to the best of the Company’s knowledge:

<b>Mr. Aviram Lahav</b>	
<b>Identity number</b>	056115876
<b>Date of birth</b>	November 30, 1959
<b>Address for service of process</b>	21 Hamitnadev Street, Tel Aviv
<b>Citizenship</b>	Israeli
<b>Date of commencement of office</b>	Subject to the approval of the General Meeting, effective as of the date of such approval
<b>Education</b>	Degree in Economics and Accounting – Hebrew University of Jerusalem; Certified Public Accountant; Practical Mechanical Engineer – School of Practical Engineering, Tel Aviv University
<b>Occupation during the past five years</b>	Chief Financial Officer, ICL Group (2022-to date); Chief Financial Officer, ADAMA (2010-2022); External Director, Tefron Ltd.; External Director, Ackerstein Group Ltd.

<b>Kinship with another interested party</b>	-
<b>Position in the Company, a subsidiary, a related company, or with an interested party in the Company</b>	-
<b>Other corporations in which he serves as a director</b>	Tefron Ltd. – External Director Ackerstein Group Ltd. – External Director
<b>Membership of a committee/committees of the Board of Directors</b>	Following his appointment as an External Director, he is expected to be appointed as a member of the Audit Committee, the Remuneration Committee, and the Financial Statements Review Committee
<b>Independent director or external director</b>	External Director
<b>Does the Company consider him to possess accounting and financial expertise for the purpose of meeting the minimum number required by the Board of Directors</b>	Yes
<b>Do you possess information security or cyber expertise, experience or skills?</b>	No

4. **Appointment of a Director Who Was Appointed by a Resolution of the Board of Directors** (Item 1.5 on the agenda)

- 4.1 The terms and conditions of office of Ms. Smadar Barber-Tsadik shall remain unchanged and include the compensation payable in accordance with the Compensation Regulations, which is the maximum amount set forth therein, and the compensation to be paid to her is the compensation payable to an expert director. The director is also entitled to all other arrangements in place in the Company with respect to insurance, indemnification, exemption, etc., which are in full force and effect with respect to the directors currently serving and those who shall serve on the Board of Directors of the Company from time to time. For approval of the grant of a Letter of Undertaking for Indemnification, see Item 1.6 on the agenda. For further information on the terms and conditions of office of directors of the Company, see Regulation 21 in the chapter “Additional Information on the Company” in the 2025 Periodic Report, and also the report pursuant to the Companies Regulations (Easements in Transactions with Interested Parties), 2000, which was published on March 25, 2026 (Reference No. 2026-01-026755).
- 4.2 Ms. Barber-Tsadik has signed the declaration required under Section 224B of the Companies Law, and such declaration is attached as **Annex “A”** to this Convening Report.
- 4.3 For the information required under Regulation 36B(10) of the Reporting Regulations with respect to the director proposed for reappointment, see the Immediate Report of the Company dated March 25, 2026 (Reference No. 2026-01-026746), and the voting deed attached to this Convening Report.

5. **Grant of a Letter of Undertaking for Indemnification to Ms. Smadar Barber-Tsadik** (Item 1.6 on the agenda)

The Company has been informed that Ms. Smadar Barber-Tsadik is to serve as an officer of Strauss Holdings Ltd. (“**Strauss Holdings**”), which, to the best of Company’s knowledge, is a related corporation of the controlling shareholders of the Company (see below). For caution’s sake, it is proposed to approve the grant of the Letter of Undertaking for Indemnification to Ms. Barber-Tsadik, effective as of the date of her appointment as a director of the Company, for a period of three years from the date of approval by the General Meeting, as an extraordinary transaction in the approval of which the controlling shareholders have a personal interest. (For the current version of the Letter of Undertaking for Indemnification, see the (supplementary) meeting convening report of July 8, 2025 (Reference No. 2025-01-050308).

5.1 Additional information in accordance with the Controlling Shareholder Regulations

5.1.1 Personal interest of the controlling shareholders of the Company and nature of such personal interest: To the best of the Company's knowledge, as of the date of this report, Strauss Holdings Ltd. is the direct controlling shareholder of the Company (holding approximately 47.84% of the equity and voting rights). The controlling shareholder of Strauss Holdings is Michael Strauss's Assets Ltd. (which holds 100% of the equity and voting rights in Strauss Holdings) ("**Michael's Assets**"). Ms. Ofra Strauss, Ms. Irit Strauss and Mr. Adi Strauss hold the shares of Michael's Assets (jointly, approximately 94.6% of the right to dividends and 100% of the voting rights in Michael's Assets), granting them control of Michael's Assets and, indirectly, of the Company. There is an agreement between the above three members of the Strauss family regarding cooperation in Michael's Assets, by virtue of which they are considered to jointly hold Michael's Assets. Consequently, Ms. Ofra Strauss, Ms. Irit Strauss and Mr. Adi Strauss are the controlling shareholders of the Company.

Accordingly, the controlling shareholders of the Company may have a personal interest in the grant of a Letter of Undertaking for Indemnification to Ms. Barber-Tsadik by virtue of her future service as an officer of Strauss Holdings.

5.1.2 The method used to determine the consideration: For details, see the justifications of the Remuneration Committee and the Board of Directors set forth in Section 5.1.5 below.

5.1.3 Approvals required: The Remuneration Committee and the Board of Directors of the Company approved the grant of the Letter of Undertaking for Indemnification to Ms. Barber-Tsadik in their resolutions of March 23, 2026 and March 24, 2026, respectively. The names of the directors who participated in the Remuneration Committee's discussions (excluding the directors who did not participate, as set forth in Section 5.1.6 of the report) are Ms. Dorit Salinger (External Director), Ms. Dalia Lev (External Director), and Ms. Annette (Anat) Gabriel. The directors who participated in the meeting of the Board are Ms. Dalia Lev (External Director), Mr. Shaul Kobrinsky, Ms. Galia Maor, Mr. Yaniv Garty, Ms. Ravit Barniv and Ms. Annette (Anat) Gabriel. The above transaction also requires the approval of the General Meeting of the Company, which is summoned in accordance with this report.

5.1.4 Transactions of the type of or similar to the engagement, executed within the past two years or still in effect as of the date of approval by the Board of Directors: During the two years preceding the Board of Directors' approval of the transaction contemplated in this report, no transactions of the same type or of a similar nature were executed between the Company and an officer in which the controlling shareholder had a personal interest, and as of the date of this report, no such transactions are in effect, except as described below:

(a) For information regarding the grant of Letters of Undertaking for Indemnification to the controlling shareholders of the Company, see the (supplementary) meeting convening report dated July 8, 2025 (Reference No. 2025-01-050308) and Regulation 29A in Chapter D ("Additional Information") of the 2025 Periodic Report.

5.1.5 Summary of the Remuneration Committee's and the Board of Directors' justifications: (a) the grant of Letters of Undertaking for Indemnification is consistent with the Remuneration Policy for Officers of the Company; (b) the grant of Letters of Undertaking for Indemnification is not more favorable than the terms and conditions of office and employment of directors who have previously served in the Company; (c) the grant of Letters of Undertaking for Indemnification to directors serving in

public companies in Israel is customary, and they are identical to those granted to other directors serving in the Company who are not employed by the Company.

- 5.1.6 Personal interest of directors and nature of such personal interest: The Chairperson of the Board of Directors, Ms. Ofra Strauss, and Mr. Adi Strauss may have a personal interest in the approval of the grant of a Letter of Undertaking for Indemnification to Ms. Barber-Tsadik by virtue of their being controlling shareholders of Strauss Holdings Ltd., where Ms. Barber-Tsadik is to serve as an officer. Said directors were not present and did not participate in the discussions regarding this transaction.
- 5.1.7 Authority of the Securities Authority (“ISA”): Pursuant to Regulation 10 of the Controlling Shareholder Regulations, the ISA, or an ISA employee authorized for this purpose, may, within 21 days from the date this report was submitted, instruct the Company to provide, within the timeframe set by the ISA, explanations, details, information and documents relating to the transaction contemplated in this report. The ISA may further instruct the Company to amend the report in the manner and within the timeframe prescribed by the ISA. In such case, the ISA may direct that the General Meeting be postponed to a date that falls no less than 3 business days and no more than 35 business days following the publication of the amendment to the report. If the Company is required to amend this report as described above, it shall submit the amendment in the manner set forth in the Controlling Shareholder Regulations, shall send it to all shareholders to whom this report was sent, and shall publish an announcement regarding the matter as set forth in the Controlling Shareholder Regulations, unless otherwise instructed by the ISA. Where such an instruction has been given regarding the postponement of the General Meeting, the Company shall announce such instruction in an Immediate Report.

## 6. Meeting Type, Date and Venue

Notice is hereby given that on Thursday, April 30, 2026, at 3:00 p.m., an Annual General Meeting of Shareholders of the Company shall be convened at the offices of the Company at 49 Hasivim Street, Petach Tikva. The agenda for the meeting includes the adoption of resolutions on the items set forth in section 1 above.

## 7. Required Majority<sup>1</sup>

- 7.1 The majority required in the Meeting for the adoption of the resolutions proposed under Items 1.2, 1.3 and 1.5 on the agenda is a majority of the votes cast by shareholders present at the Meeting, in person or by proxy, who are entitled to vote and who participate in the vote (the tally of votes shall not include abstaining votes).
- 7.2 The majority required for the adoption of the resolution proposed under Item 1.4 above is the majority of the votes cast by shareholders present at the Meeting, in person or by proxy, who are entitled to participate in the vote, provided, however, that one of the following conditions is met: (a) the majority of votes cast at the Meeting will include a majority of all votes of shareholders who are neither controlling shareholders of the Company nor have a personal interest in the approval of the appointment, except for a personal interest that does not arise from a connection with the controlling shareholder, who participate in the vote; the tally of all votes of said shareholders shall not include abstaining votes; (b) the total opposing votes cast by the shareholders mentioned in paragraph (a) do not exceed two percent (2%) of the total voting rights in the Company.

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<sup>1</sup> For information on control of the Company, see section 5.1.1 of this report.

Shareholders with a personal interest shall be subject to the provisions of Section 276 of the Companies Law, *mutatis mutandis*.

- 7.3 The majority required for the adoption of the resolution proposed under Item 1.6 on the agenda is the majority of votes cast by shareholders present at the Meeting, in person or by proxy, who are entitled to participate in the vote, provided, however, that one of the following conditions is met: (a) the majority of votes cast at the General Meeting will include a majority of all votes of shareholders who are neither controlling shareholders of the Company nor have a personal interest in the approval of the resolution, who participate in the vote; the tally of all votes of said shareholders will not include abstaining votes; (b) the total opposing votes cast by the shareholders mentioned in paragraph (a) do not exceed two percent (2%) of all voting rights in the Company.

Shareholders with a personal interest shall be subject to the provisions of Section 276 of the Companies Law, *mutatis mutandis*.

7.4 **Quorum and Adjourned Meeting**

The meeting shall be deemed quorate when at least two shareholders are present, in person or by proxy, who hold or represent 25% of the voting rights in the Company (the “**Quorum**”). If, within half an hour from the time appointed for the Meeting, a Quorum is not present, the Meeting shall stand adjourned to Thursday, May 7, 2026, at the same time and place (the “**Adjourned Meeting**”). If, within half an hour from the time appointed for the Adjourned Meeting, a Quorum is not present, the shareholders then present shall be deemed to constitute a Quorum.

8. **Record Date and Persons Entitled to Vote at the Meeting**

- 8.1 The record date for determining the entitlement of shareholders of the Company to participate and vote at the Meeting and the Adjourned Meeting, as provided in Section 182(c) of the Companies Law and in Regulation 3 of the Voting Regulations, is the close of trading on the Tel Aviv Stock Exchange Ltd. (“**TASE**”) on Tuesday, March 31, 2026 (the “**Record Date**”). If no trading occurs on the Record Date, the Record Date shall be the close of trading on the last trading day prior thereto.
- 8.2 In accordance with the Companies Regulations (Proof of Ownership of Shares for Voting at General Meetings), 2000, a shareholder who is the beneficial owner of a share registered in street name, with such share being among the shares registered in the Company’s Register of Shareholders in the name of a nominee company (the “**Unregistered Shareholder**”), and who wishes to vote at the General Meeting, shall submit to the Company proof, furnished by the TASE member with whom his right to the share is registered, of his ownership of the share on the Record Date, in accordance with the form contained in the schedule to said regulations (“**Proof of Ownership**”). An Unregistered Shareholder may instruct the TASE member to transmit the Proof of Ownership of his share to the Company via the electronic voting system. Without derogating from the foregoing, according to said regulations, an electronic mail confirmed pursuant to Section 44k5 of the Securities Law regarding the particulars of users of the electronic voting system shall be deemed tantamount to Proof of Ownership for all shareholders included therein.
- 8.3 A shareholder may vote in person or by proxy in accordance with the provisions of the Company’s Articles of Association and subject to the Companies Law. Instruments of proxy and the power of attorney by virtue of which the instrument of proxy was executed (if any) shall be deposited at the registered office of the Company at least 48 hours before the time appointed for the Meeting or the Adjourned Meeting, as the case may be. Notwithstanding the foregoing, the chairman of the Meeting may, at his discretion, accept an instrument of proxy

and a power of attorney as provided in this section above also after said time, if he so deems fit.

9. **Voting via a Voting Deed and Position Statements**

- 9.1 According to the Voting Regulations, a shareholder who is entitled to participate and vote at the Meeting may vote on the resolutions on the agenda brought for approval by the Meeting via a voting deed. For this purpose, the vote of a shareholder who voted via a voting deed shall be deemed to be a vote by a shareholder who was present and participated in the Meeting.
- 9.2 The form of the voting deed and position statements (if any) are available on the ISA's distribution site at <http://www.magna.isa.gov.il> (the "Distribution Site") and on the TASE website at <http://maya.tase.il>.
- 9.3 The vote shall be cast using the second part of the voting deed, as posted on the Distribution Site.
- 9.4 A shareholder may contact the Company directly to obtain the voting deed and position statements (if any).
- 9.5 The voting deed of an Unregistered Shareholder shall be delivered to the Company together with Proof of Ownership, such that the voting deed is received at the offices of the Company by no later than four hours before the time appointed for the Meeting.
- 9.6 A shareholder who is registered in the Register of Shareholders shall deliver the voting deed to the Company together with a photocopy of his ID card or passport or certificate of incorporation, such that the voting deed is received at the registered offices of the Company by no later than four hours before the time appointed for the Meeting.
- 9.7 A shareholder may visit the registered offices of the Company, and after providing proof of identity, may withdraw his voting deed and Proof of Ownership up to 24 hours before the time appointed for the Meeting.
- 9.8 The final date for submitting position statements is no later than ten days before the date appointed for the Meeting, i.e., by Monday, April 20, 2026.
- 9.9 The final date for submitting a position statement on behalf of the Company, which shall include the Board of Directors' response to position statements submitted by shareholders, is no later than five days before the date appointed for the Meeting, i.e., by Saturday, April 25, 2026.
- 9.10 A TASE member will send, by email and free of charge, a link to the form of the voting deed and position statements (if any) on the Distribution Site to any shareholder who is not registered in the Register of Shareholders and whose shares are registered with that TASE member, unless such shareholder has notified the TASE member that he does not wish to receive such link or that he wishes to receive voting deeds by post in exchange for payment of postage, provided that such notice was given in respect of a particular securities account and prior to the Record Date.
- 9.11 A shareholder whose shares are registered in street name is entitled to receive Proof of Ownership from the TASE member through which his shares are held, at the branch office of the TASE member or by mail to the shareholder's address in exchange for payment of postage only, if he has so requested. Such request shall be made in advance in respect of a particular securities account.

- 9.12 One or more shareholders who, on the Record Date, hold shares representing five percent or more of all voting rights in the Company, and any shareholder or shareholders holding such percentage of all voting rights not held by the controlling shareholder of the Company, as defined in Section 268 of the Companies Law, may review the voting deeds as provided in Regulation 10 of the Voting Regulations.

10. **Voting via the Electronic Voting System**

- 10.1 An Unregistered Shareholder may vote by submitting a voting deed to the Company through the electronic voting system, as defined in the Voting Regulations, subject to the terms and conditions set forth in the Voting Regulations (the “**Electronic Voting Deed**”).
- 10.2 The Electronic Voting Deed is available for voting from the close of the Record Date. Upon receiving an identifying number and access code from the TASE member, and after completing an identification process, an Unregistered Shareholder may vote via the electronic voting system at <https://votes.isa.gov.il>.
- 10.3 Voting via the electronic voting system **will end 6 hours before the time appointed for the Meeting** (i.e., on Thursday, April 30, 2026, at 9:00 a.m.), when the electronic voting system will be closed. The electronic vote may be changed or cancelled until the system closes, after which it cannot be changed through the electronic system. If a shareholder has voted by more than one method, his last vote shall be counted, with the vote of the shareholder in person or by proxy at the Meeting being deemed later than the vote via the Electronic Voting Deed.

11. **Final Date for Inclusion of an Item on the Agenda by a Shareholder**

The final date for submitting requests by shareholders under Section 66(b) of the Companies Law to include an item on the agenda for the Meeting is up to seven (7) days after the Meeting was summoned. It is noted that if such a request is submitted there may be changes in the agenda, including the addition of an item or position statement. The updated agenda and position statements can be reviewed in the Company’s reports on the Distribution Site.

12. **Inspection of Documents**

Shareholders of the Company may review this report and other documents relating to the proposed resolutions on the agenda, subject to applicable law, at the offices of the Company at 49 Hasivim Street, Petach Tikva, from Sunday to Thursday between 9:00 a.m. and 4:00 p.m., following prior coordination by telephone at 03-6752499, and on the ISA Distribution Site at <http://www.magna.isa.gov.il> and the TASE website at <http://maya.tase.il>.

18. **Company Representative Concerning the Immediate Report**

The Company’s representative for the purposes of this report is Ms. Yael Nevo, Executive Vice President, General Counsel & Corporate Secretary, whose office is at 49 Hasivim Street, Petach Tikva; tel. 03-6752499; fax 03-6752279.

Yours sincerely,

**Strauss Group Ltd.**

Date signed: Wednesday, March 25, 2026

Signatories:

Shai Babad, Chief Executive Officer

Yael Nevo, Executive Vice President, General Counsel & Corporate Secretary