

STRAUSS GROUP LTD. (THE “COMPANY”)
NOTICE OF THE CONVENING OF AN ANNUAL GENERAL AND SPECIAL MEETING

Notice is hereby given that an Annual and Special General Meeting of Shareholders of the Company shall be convened on **Thursday, April 30, 2026, at 3:00 p.m.** at the offices of the Company at 49 Hasivim Street, Petach Tikva (the “General Meeting”).

Items on the agenda: (1) Discussion of the Financial Statements and the Board of Directors’ Report for the fiscal year ended 2025; (2) Reappointment of the Company’s Auditor; (3) Reappointment of directors retiring by rotation; (4) Appointment of Mr. Aviram Lahav as an external director of the Company for a three-year term, commencing upon approval by the Meeting; (5) Appointment of a director appointed by a resolution of the Board of Directors; (6) Grant of a Letter of Undertaking for Indemnification to Ms. Smadar Barber-Tsadik.

Record date: The record date for determining the eligibility of the Company’s shareholders to vote at the General Meeting is the **close of trading on the Stock Exchange on Tuesday, March 31, 2026 (if trading occurs on that date)**. If no trading occurs on that date, the record date shall be the close of the last trading day preceding it.

Voting deeds, position statements and electronic voting: Shareholders who are eligible to participate and vote at the General Meeting may vote via a voting deed. The voting deed, together with the documents required to be attached thereto as specified in the voting deed, shall be delivered to the offices of the Company **no later than 4 hours before the time appointed for the Meeting**. For this purpose, the time of delivery is the time at which the voting deed and accompanying documents are received at the Company’s offices. The final date for submitting position statements is **10 days before the date of the Meeting**. Unregistered shareholders may also vote at the Meeting using a voting deed submitted to the Company via the electronic voting system, all in accordance with and subject to the terms and conditions set forth in the Companies Regulations (Written Votes and Position Statements), 2005.

Referral to the Immediate Report: The Immediate Report regarding the Convening of the General Meeting, dated March 25, 2026 (reference no. 2026-01-026796), is available for review on the Israel Securities Authority’s distribution site at <http://www.magna.isa.gov.il> and on the Tel Aviv Stock Exchange’s website at <http://maya.tase.il>.

Strauss Group Ltd.