



ELECTRA CONSUMER PRODUCTS

FROM AN ELECTRICAL CONSUMER PRODUCTS GROUP TO THE
FOREMOST CONSUMER PRODUCTS GROUP IN ISRAEL



LEGAL DISCLAIMER AND FORWARD-FACING INFORMATION

This slideshow is not an offer of securities by Electra Consumer Products (1970) Ltd. (the “Company”) to the public and shall not be interpreted as an offer of securities to the public. This slideshow is a general marketing presentation by the Company.

The information in this slideshow and any other information provided during the course of the presentation of this slideshow (the “Information”) does not constitute a basis for making investment decisions, is a recommendation or an opinion by an investment advisor or tax advisor, and is not a substitute for a potential investor’s judgement. The information included in this presentation is a summary only and as such may differ from how it is presented in the Company’s reports, but it can be calculated from the data included in said reports.

Investing in securities, in general, and in the Company’s securities, in particular, involves risk. Take into account that past performance is not necessarily indicative of future results. The purchase of the Company’s securities calls for an in-depth review of the information published in the Company’s reports as well as an analysis of legal, accounting, economic, and tax factors.

This presentation is likely to contain additional data that was not presented in the reports published by the Company to the public, and/or the information may be presented differently than how it was presented in the reports published by the Company to the public.

This presentation was prepared as a summary and for convenience only and is not intended to substitute for a review of the reports published by the Company to the public. In order to obtain comprehensive and complete information about the state of the Company’s condition, its business, and its financial results, and in order to obtain a complete picture of the Company’s operations and the risks that the Company faces, you must review the periodic reports and statements published by the Company.



LEGAL DISCLAIMER AND FORWARD-FACING INFORMATION (CONT.)

This presentation includes information that is forward facing as defined in the Securities Law, 5728-1968 (the “Securities Law”). Such information includes, inter alia, forecasts - including forecasts in connection with the opening of branches, targets, assessments and estimates - including information presented by way of illustrations and graphs, surveys, and any other information presented in any way that addresses future events and/or matters whose occurrence is uncertain and not within the Company’s control.

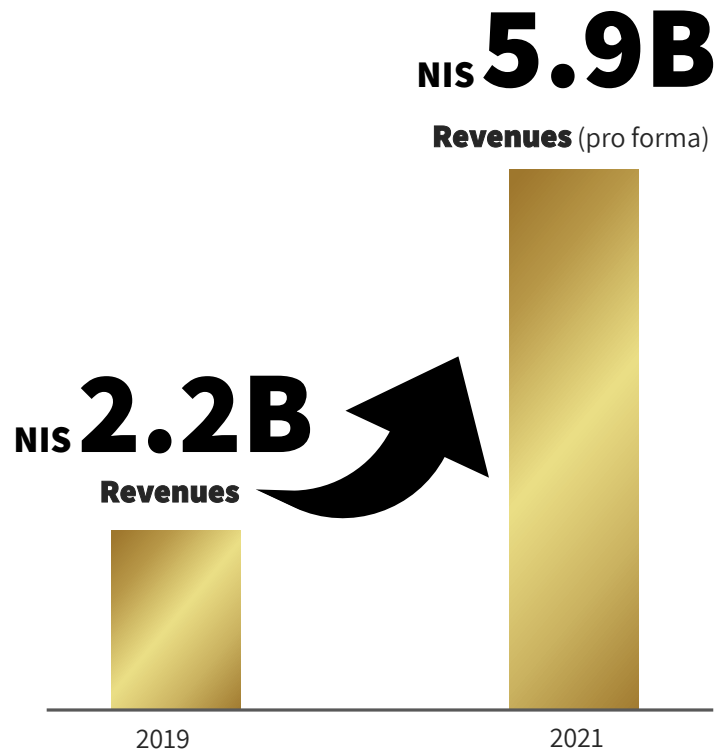
Such forward-facing information relies, inter alia, on the Company’s subjective assessments and plans as at the date of the presentation, its existing engagements, the Company’s current financial performance - including the Company’s sales and revenues - and on an analysis of the general information that was in the Company’s possession on the date on which this presentation was prepared - including public announcements, research, and surveys for which no undertaking was given as to the accuracy or completeness of the information included therein and whose accuracy was not independently examined by the Company. Forward facing-information, by its very nature, is subject to the risk that it will not come to pass and as noted, is uncertain. The occurrence of forward-facing information is likely to be affected by risk factors that characterise the Company’s operations (which are described in the Company’s 2021 periodic report as well as its notices and reports), including developments in the economic environment in which the Company operates, and by outside factors, including regulation, that are likely to affect its operations. Therefore, we hereby emphasize and clarify that the Company’s actual future results and achievements may materially differ from those presented as forward-facing information in this presentation.

For the avoidance of doubt, we note that the Company does not undertake to update and/or change the information included in this presentation in order to reflect events and/or circumstances that occur after the date on which the presentation is prepared.



8 QUARTERS OF BUILDING SIGNIFICANT GROWTH ENGINES

LEADERSHIP IN THE FIELD OF ENERGY



Electra & Bosch to establish a technology park in Ashkelon



Electra enters into the solar power industry



Commencement of construction of white goods recycling plant

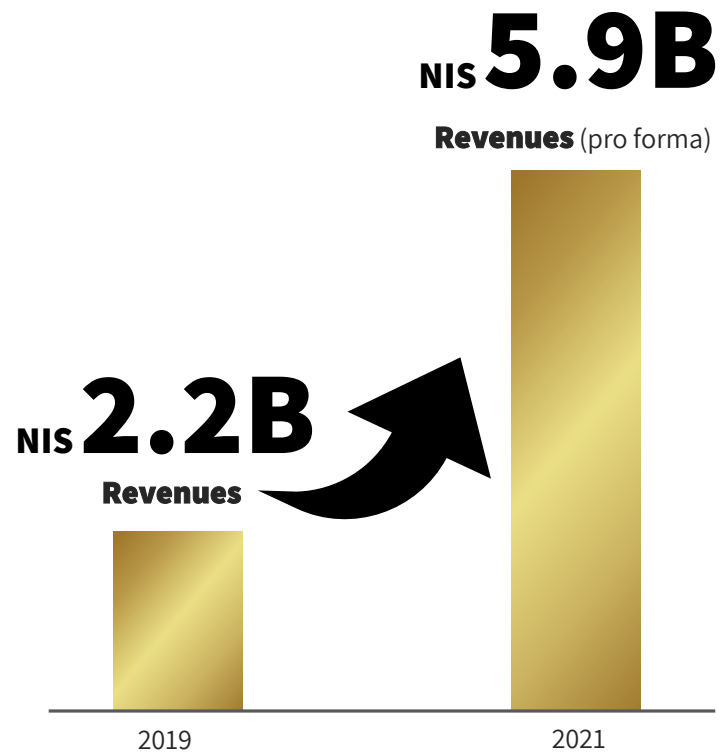


Electra to sell Viessman NIS 300 M Heat pumps



8 QUARTERS OF BUILDING SIGNIFICANT GROWTH ENGINES

ENTRY INTO THE FOOD INDUSTRY



Electra acquires Bitan Group

GLOBES

Electra Consumer Products signs Yeinot Bitan acquisition deal

Electra signs franchisee agreement with 7-Eleven, The largest convenience stores chain in the world

GLOBES

7-Eleven to open first Tel Aviv store in 2022

The largest chain of convenience stores in the world is coming to Israel

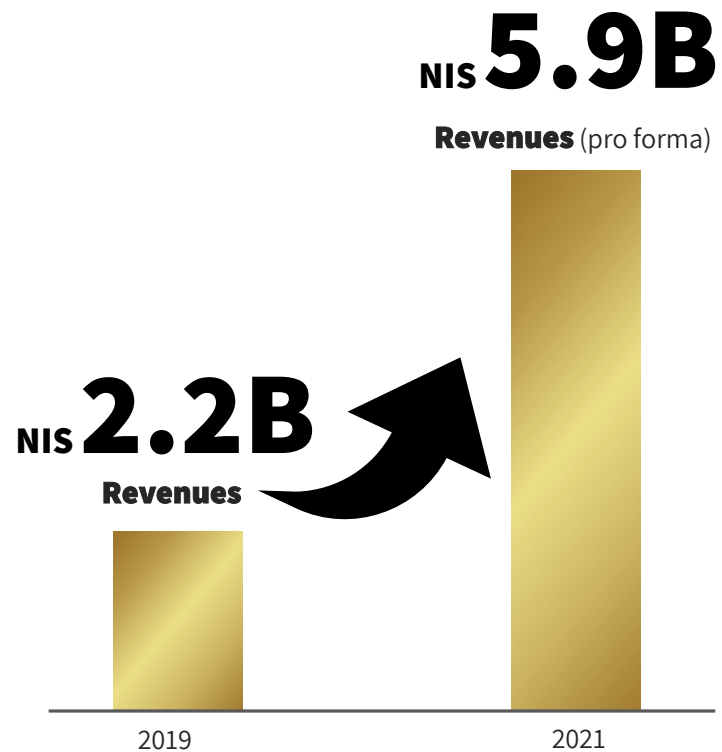
GLOBES

Yeinot Bitan signs Carrefour franchise agreement



8 QUARTERS OF BUILDING SIGNIFICANT GROWTH ENGINES

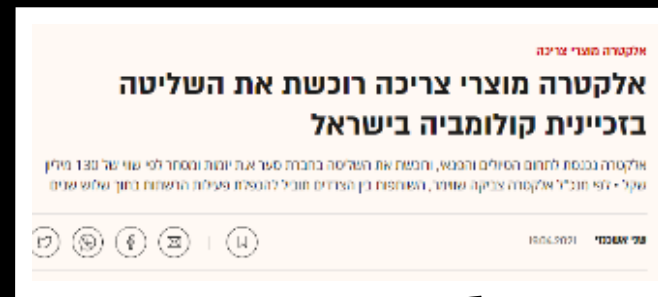
REINFORCING THE RETAIL SECTOR



The opening of 11 new 'Machsaney Hashmal' branches



Acquisition of Sa'ar Enterprise – Columbia exclusive distributor in Israel

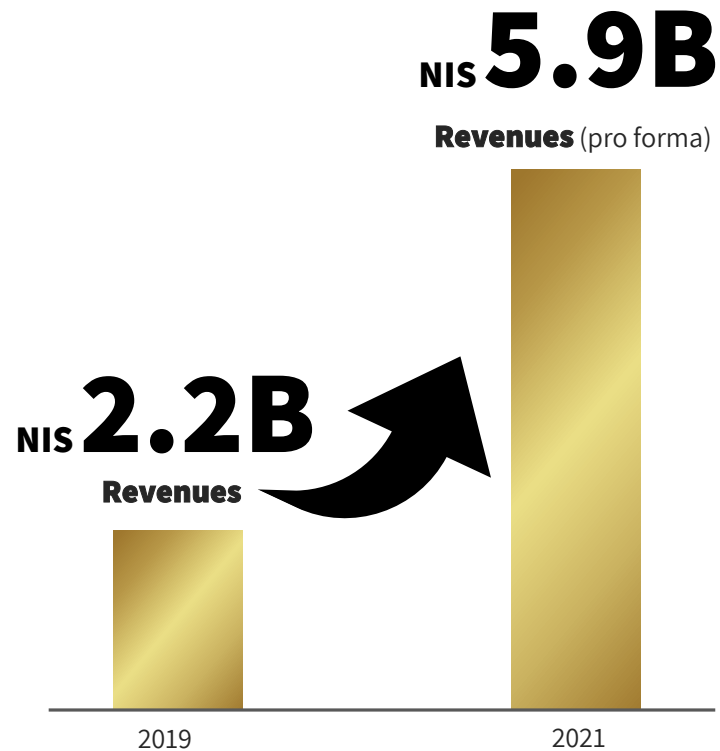


Entry into the world of duty-free sales



8 QUARTERS OF BUILDING SIGNIFICANT GROWTH ENGINES

DEVELOPING THE WORLD OF REAL ESTATE



Reality Fund deal – acquires 50% of Electra's real estate in Rishon LeTsyion for NIS 275 M

קרן ריאליטי תרכוש 50% משטח של אלקטרה מוצרי צריכה בראשל"צ לפי שווי 275 מיליון שקל

במתחם המשתרע על שטח של 55.7 דונם, מצפון למתחם האלף נמצאים כיום משרדי אלקטרה מוצרי צריכה ומפעל המזגנים של החברה שעתידי לעבור לאשקלון. התוכנית מאפשרת בנייה של כ-181 אלף מ"ר עילי וכ-85 אלף מ"ר תת קרקעי לשימוש מסחרי. אבל החברות יקדמו תב"ע חדשה שתאפשר את הגדלת הזכויות

11:19 25.03.21 אמיתי גזית

Expanding the plot of land in Rishon Letzion



Purchasing the Electra-Bosch plant real state in Ashkelon



OUR VISION

TO IMPROVE THE QUALITY OF ALL OF OUR CUSTOMERS' LIVES

With every product, every service, every experience, time after time.



OUR MISSION

TO REACH OUR CUSTOMERS EACH DAY ANEW AND CONTINUE TO GROW

by establishing and founding chains, brands, and products that will become the consumers' preference in every place, at every time, and in the manner that best suits them.

ELECTRA CONSUMER PRODUCTS

The foremost consumer products group in Israel



ELECTRA compound, Industrial area Rishon Le'zion

Tech industry park, Ashkelon

Commercial Realstate

Electra Finance

ELECTRA CONSUMER PRODUCTS

Financial strength (pro forma)

NIS 5.9B
2021 Revenues

NIS 291M
2021 EBITDA
after neutralising
effects of IFRS 16

NIS 547M
2021 EBITDA

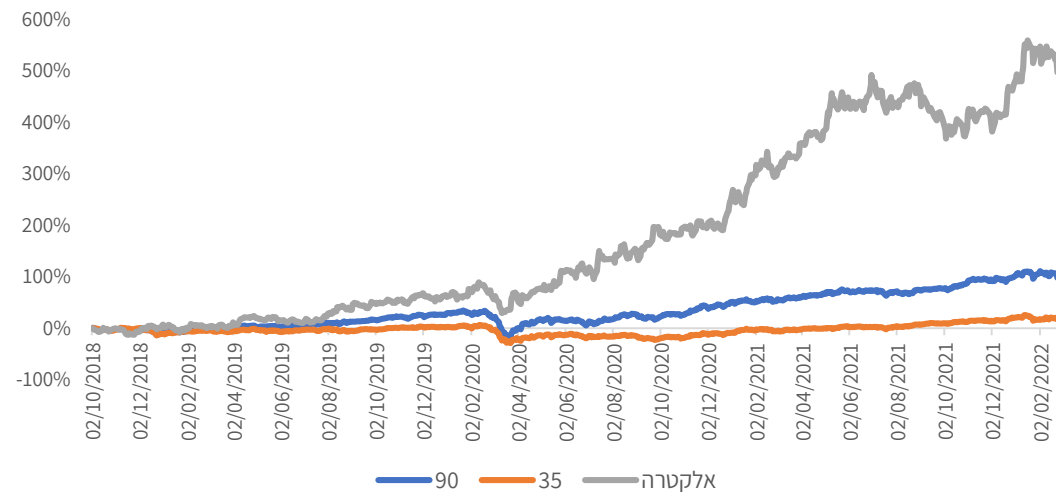
NIS 1.7B
Gross profit

NIS 307M
Financial debt, net
after neutralising effects of IFRS 16
which doesn't include the value
of investment property: NIS 275M

NIS 356M
Operating profit

1.05
Debt to EBITDA ratio
after neutralising effects of IFRS 16

**GREATER THAN 500% INCREASE IN
SHARE PRICE IN THE LAST 3 YEARS**



A MORE RESPONSIBLE COMPANY

-  First recycling plant in Israel
-  Transition to environmentally friendly R32 refrigerant gas
-  ESG Report - Corporate responsibility and sustainability
-  Joint research with the Ben Gurion University
-  Employing persons with special needs
-  75% transition to a hybrid and electric vehicle fleet

One of the top
100
companies
to work at

Electra - Environment

ECP-2030

Reduction of greenhouse gas emissions & carbon footprint

Transition to electric vehicles

Use of recycled materials and reduction of use of pollutants

Equal opportunities

Renewable energy

100%

Recycled packaging
by
2025



From manufacturing >> to recycling

Taking ownership of the entire value chain

Manufacturing/
Import/Export



Retail



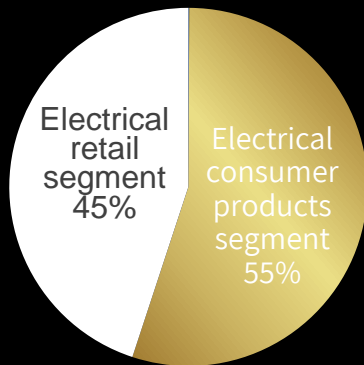
Logistics



Recycling

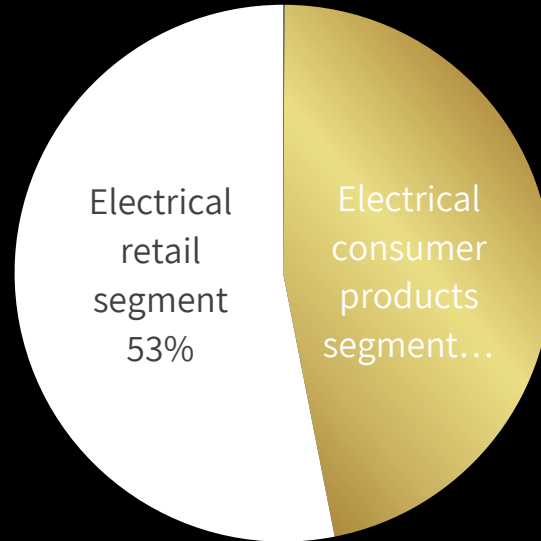
FROM AN ELECTRICAL CONSUMER PRODUCTS COMPANY

to a multifaceted consumer products
company encompassing all consumer needs



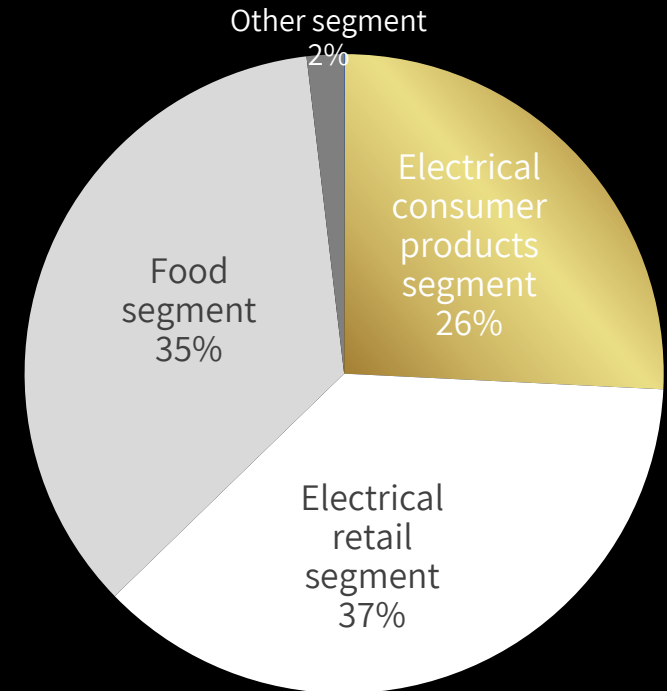
55% | 45%

B2C 2017 B2B



47% | 53%

B2C 2019 B2B

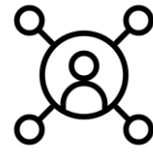


74% | 26%

B2C 2021 B2B

Electra FINANCE

Establishment of a customer loyalty club with approximate 2,000,000 members



Customer loyalty club



Employee club



Potential for up-sales and cross-sales



Accessory products



Non-bank credit card

2021

2.5M~

visits per year

NIS 120

Current average shopping basket at Electra Consumer Products*

40M

transactions per year

NIS 5B

B2C revenues

Stage 1

First half of 2022

Establishment of a customer loyalty club based on existing customers and ECP data

Larger shopping basket

Increased buying frequency

Stage 2

Second half of 2022

Collaboration with an economic partner and creation of a financial platform

Increased profitability resulting from extending credit to loyalty club members

REBRANDING AND REBUILDING THE BITAN WINES GROUP

with strongest retail brand name in Europe



NIS 2.9B

2021 Revenues



NIS 6B

in expected revenues within 5 years

NIS 68M

2021 EBITDA
(without IFRS 16)



NIS 300M

expected EBITDA within 5 years



RENOVATION

and revitalizing the chain's branches



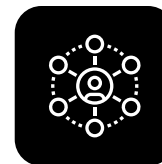
BRANDING

and invigorating the chain



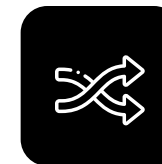
DISTRIBUTION

the largest food brand in Europe



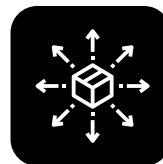
CONNECTING

to the customer loyalty club



INCREASING

and improving our product offering



EXPANDING

online sales



BIOGRAPHY OF EUROPE'S LEADING RETAIL CHAIN



€81.2B
annual turnover
(2021)



€14B~
market value
(March 2021)



13,900
stores



+320,000
employees, of whom more
than 55% are female



#1
the largest private
brand in Europe



#2
second largest
food retail chain
in the world



+1.3M
customers per day
entering shopping sites



+40
countries



2 Billion
transactions per year



#1
the largest retail
food chain in
Europe





TO BE THE MOST SOUGHT AFTER FOOD RETAILER IN ISRAEL

and give customers a convenient, diversified, readily available, quality shopping experience



WORD LEADERS IN THE FIELD OF HEATING SYSTEMS

THE GLOBAL CRISIS

The global climate crisis



The European energy crisis



The global supply crisis



THE ELECTRA - BOSCH FACTORY SOLUTION

A factory for the manufacture of efficient heating systems sold in 14 EU countries currently manufactured in Rishon Letzion, with a new factory recently built in Ashkelon



NIS 80M

2021 Revenues



NIS 200M

2022 accumulated revenues



NIS 600M

2025 revenues

European partners:



BOSCH

WOLF



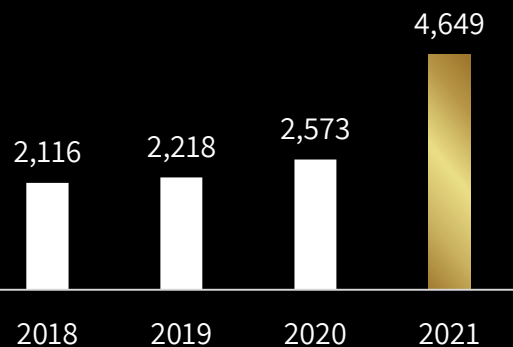
WATERKOTTE

VIESSMANN - weishaupt-

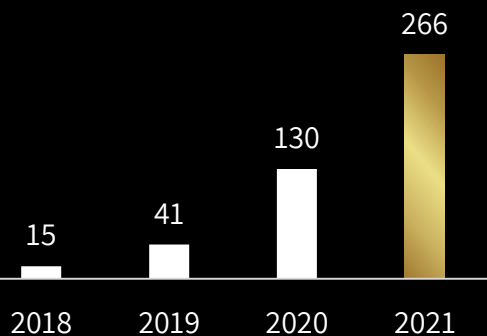
THE GROUP'S OPERATING RESULTS (NIS M)

2021

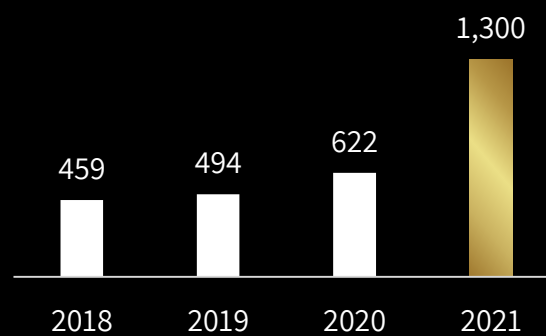
Revenues



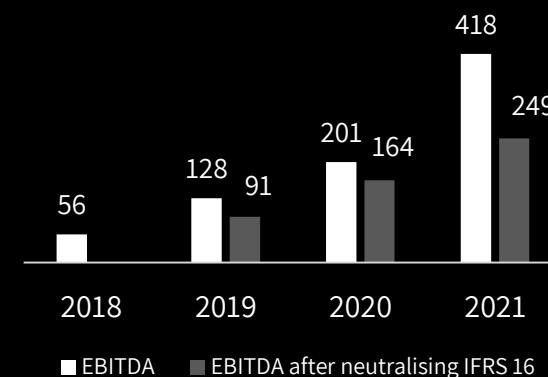
Operating profit



Gross profit



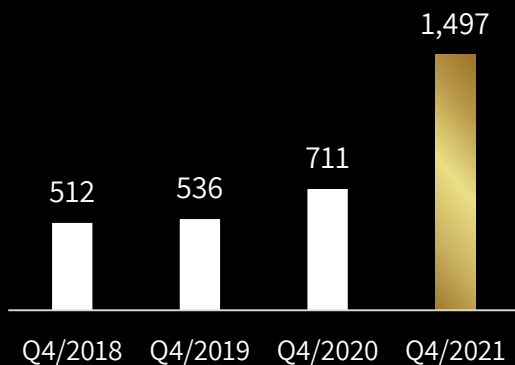
EBITDA



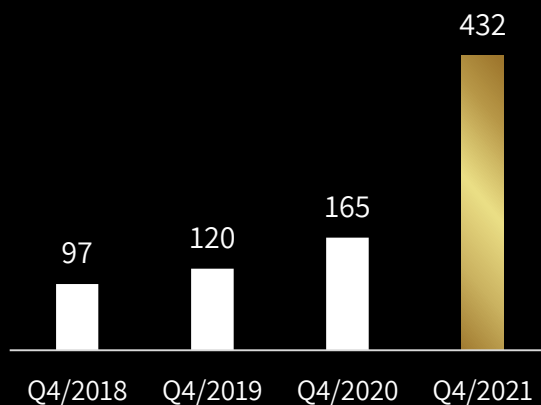
THE GROUP'S OPERATING RESULTS (NIS M)

04/2021

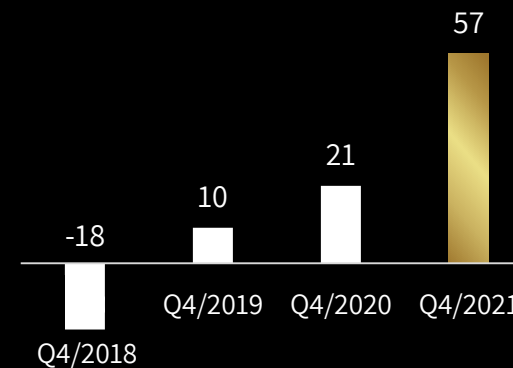
Revenues



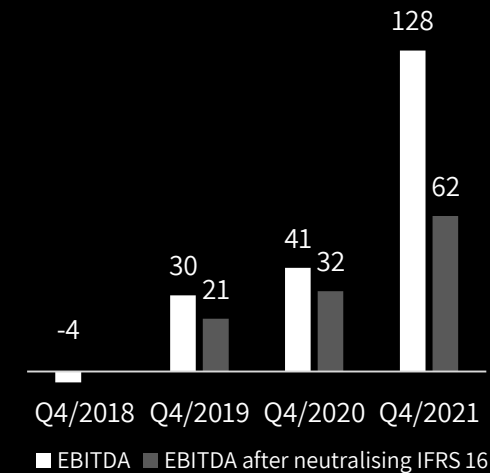
Gross profit



Operating profit



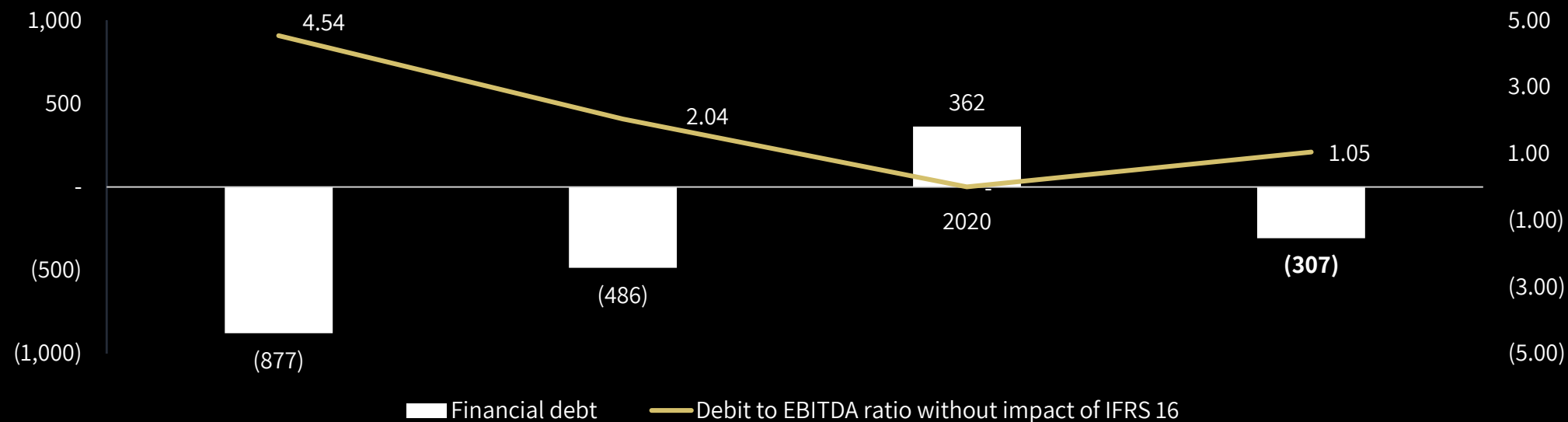
EBITDA



DEVELOPMENT OF COMPOSITION OF FINANCIAL ASSET (DEBT), NET

In NIS Millions (after neutralising IFRS 16)

DEVELOPMENT OF COMPOSITION OF FINANCIAL ASSET (DEBT), NET IN NIS MILLIONS



* Includes initial consolidation of the Bitan Wines Group's debt | ** The financial debt for 2018-2019 includes the Golan Group.

SEGMENTAL RESULTS



**ELECTRICAL CONSUMER
PRODUCTS DIVISION**



**ELECTRICAL RETAIL
DIVISION**



**FOOD
DIVISION**



**SPORTS & OUTDOOR
DIVISION**



**REAL ESTATE
DIVISION**



Electrical Consumer Products Division



Electrical Retail Division



Food Division



Sports and Outdoor Division

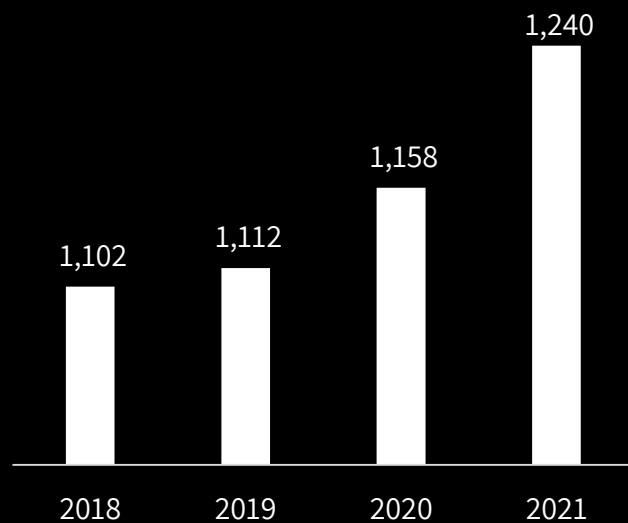


Real Estate Division

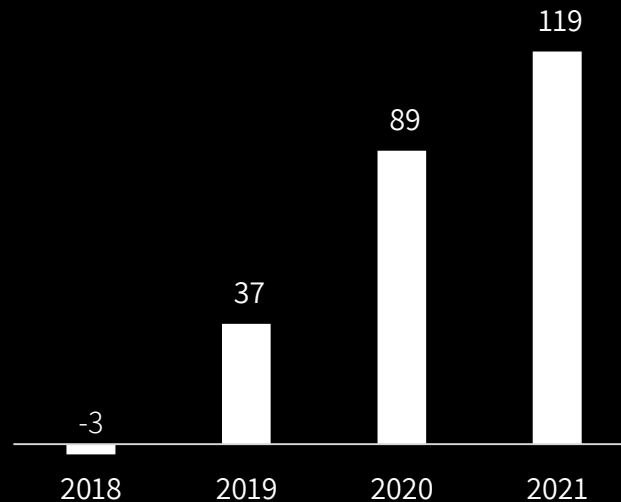
ELECTRICAL CONSUMER PRODUCTS ANNUAL RESULTS (NIS MILLIONS) 2021



REVENUES



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

Bosch heating and cooling system exports to the EU

Launching new brands of screens and refrigerators

Expanding solar energy operations: Panel and aluminum suppliers, OEM, new product lines

Recycling operations





Electrical Consumer Products Division



Electrical Retail Division



Food Division



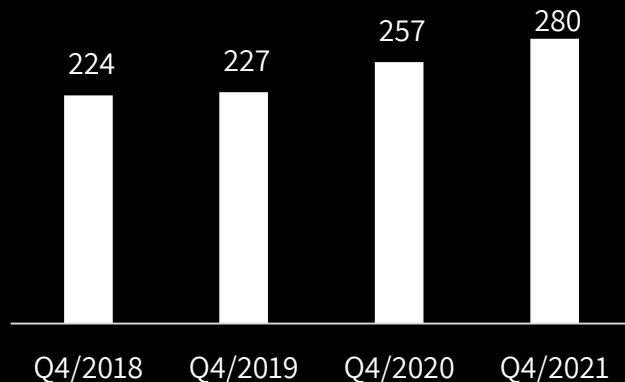
Sports and Outdoor Division



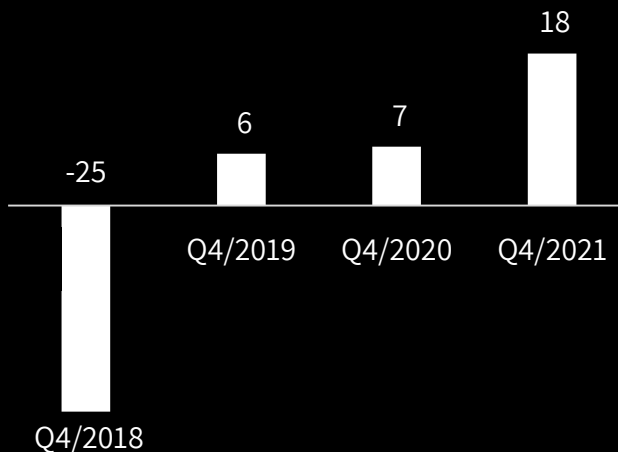
Real Estate Division

ELECTRICAL CONSUMER PRODUCTS QUARTERLY RESULTS (NIS MILLIONS) Q4-2021

REVENUES



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

Bosch heating and cooling system exports to the EU

Launching new brands of screens and refrigerators

Expanding solar energy operations: Panel and aluminum suppliers, OEM, new product lines

Recycling operations





Electrical Consumer Products Division



Electrical Retail Division



Food Division



Sports and Outdoor Division



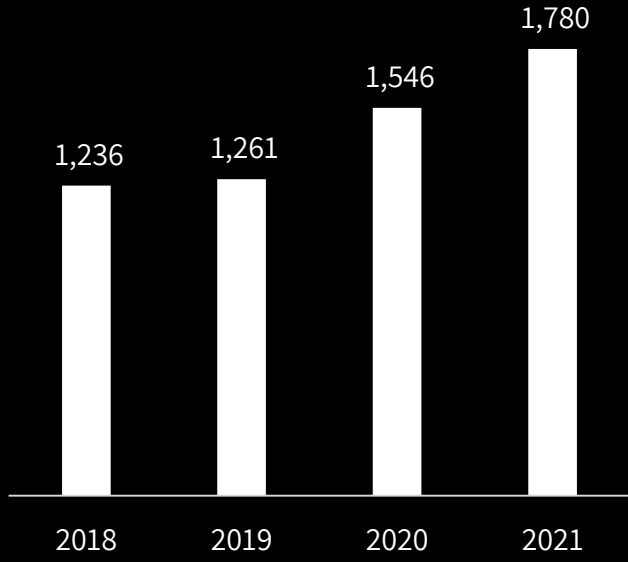
Real Estate Division

ELECTRICAL RETAIL SEGMENT ANNUAL RESULTS (NIS MILLIONS) 2021

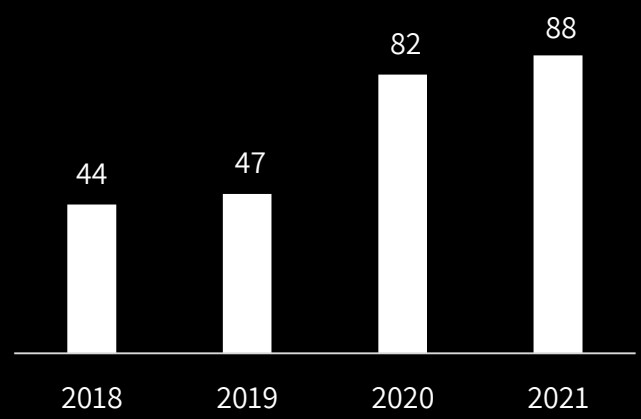
REVENUES

SAME STORE
-2%
between
2020 and
2021

+17%
between
2019 and
2021



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

The PaynGo website - Improved technological interface and expanded variety and logistical support

Shekem Duty-Free

Opening of new brands and expansion into the segment

Growth of the Electra & Elco private brands





Electrical Consumer Products Division



Electrical Retail Division



Food Division



Sports and Outdoor Division



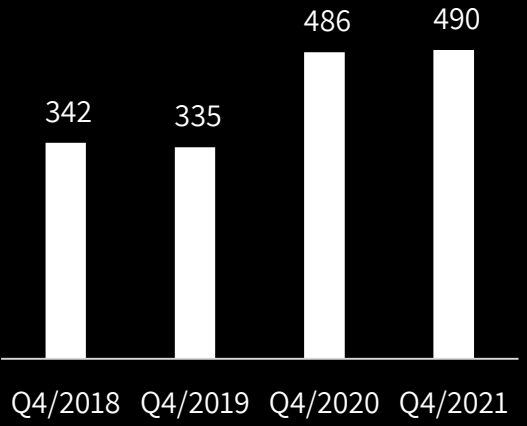
Real Estate Division

ELECTRICAL RETAIL SEGMENT QUARTERLY RESULTS (NIS MILLIONS) Q4-2021

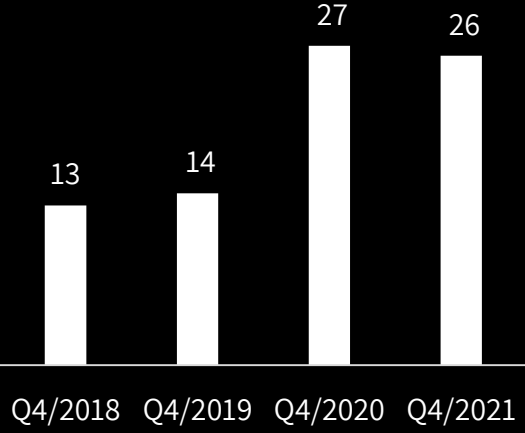
REVENUES

SAME STORE
-18%
between
2020 and
2021

+13%
between
2019 and
2021



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

The PaynGo website - Improved technological interface and expanded variety and logistical support

Shekem Duty-Free

Opening of new brands and expansion into the segment

Growth of the Electra & Elco private brands





Electrical Consumer Products Division



Electrical Retail Division



Food Division



Sports and Outdoor Division



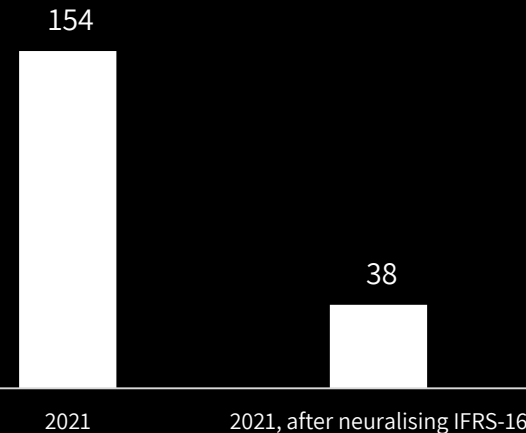
Real Estate Division

RETAIL FOOD SEGMENT ANNUAL RESULTS (NIS MILLIONS) 2021

REVENUES



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

Joining with Carrefour, the largest retail food chain in Europe

The 7-Eleven chain will open this year and reach 400 branches within 4 years

Improved online & arrival interface

Improved branch level operations and innovation throughout the chain





Electrical Consumer Products Division



Electrical Retail Division



Food Division



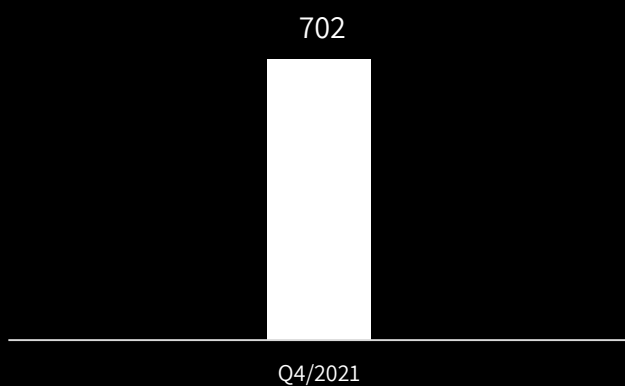
Sports and Outdoor Division



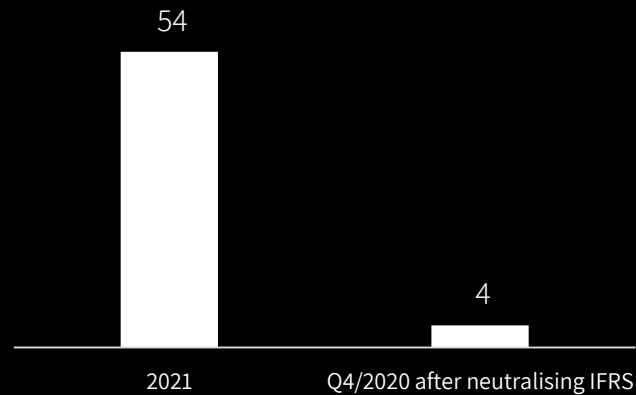
Real Estate Division

RETAIL FOOD SEGMENT QUARTERLY RESULTS (NIS MILLIONS) 2021

REVENUES



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

Joining with Carrefour, the largest retail food chain in Europe

The 7-Eleven chain will open this year and reach 400 branches within 4 years

Improved online & arrival interface

Improved branch level operations and innovation throughout the chain





Electrical Consumer Products Division



Electrical Retail Division



Food Division



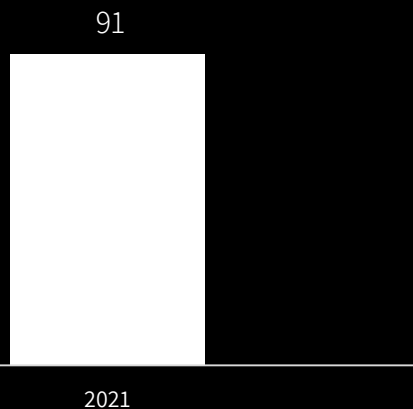
Sports and Outdoor Division



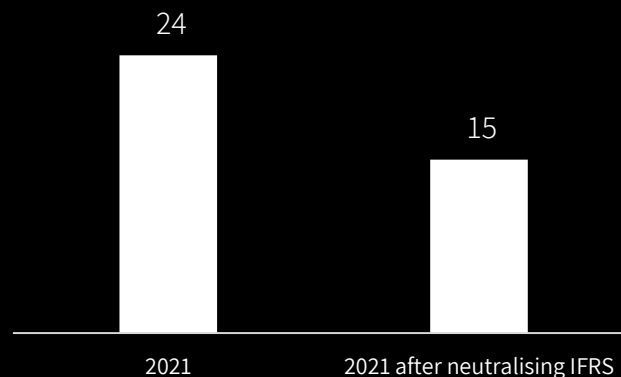
Real Estate Division

OTHER SEGMENT ANNUAL RESULTS (NIS MILLIONS) 2021

REVENUES



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

Expanding and refining the value proposition of the Shvilim and Outsiders chains

Entry into the work and tactical clothing markets

Increased operations in the fashion sector

Expanding the institutional wholesale market





Electrical Consumer Products Division



Electrical Retail Division



Food Division



Sports and Outdoor Division



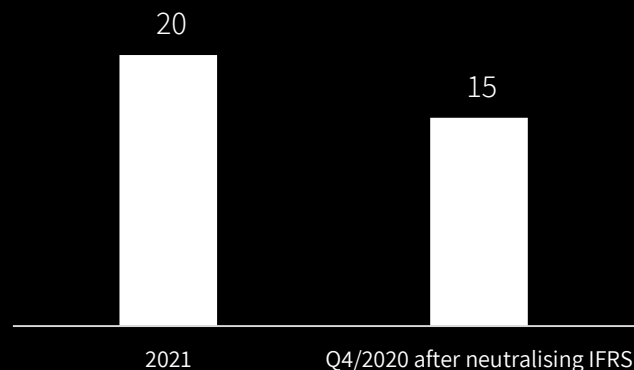
Real Estate Division

OTHER SEGMENT QUARTERLY RESULTS (NIS MILLIONS) 2021

REVENUES



SEGMENTAL PROFIT



SEGMENTAL GROWTH ENGINES

Expanding and refining the value proposition of the Shvilim and Outsiders chains

Entry into the work and tactical clothing markets

Increased operations in the fashion sector

Expanding the institutional wholesale market





Electrical Consumer Products Division



Electrical Retail Division



Food Division



Sports and Outdoor Division

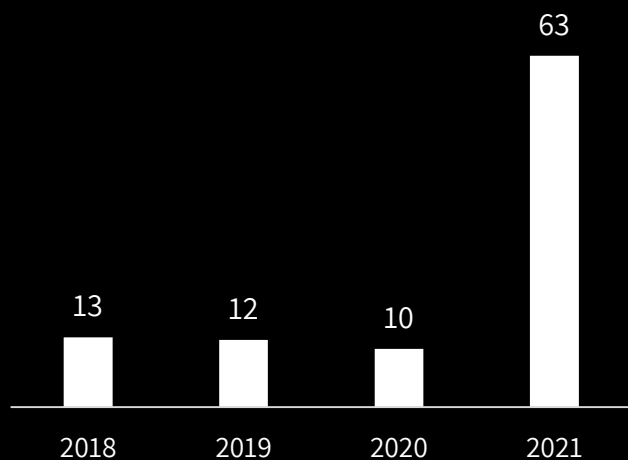


Real Estate Division

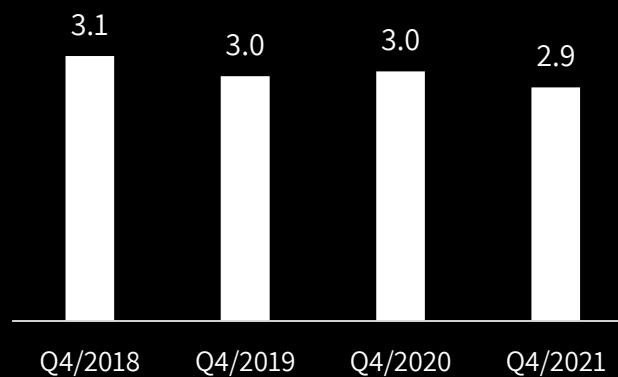
REAL-ESTATE SEGMENT RESULTS

(NIS MILLIONS) 2021

ANNUAL REVENUES



ANNUAL SEGMENTAL PROFIT





THANK YOU!