



ELECTRA CONSUMER PRODUCTS

THE FOREMOST CONSUMER PRODUCTS GROUP IN ISRAEL

Investor Presentation | May 2022

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The information in this presentation and any other information provided during the course of the presentation of this presentation (the “**information**”) does not constitute a basis for making investment decisions and is not a recommendation or an opinion by an investment advisor or tax advisor nor a substitute for a potential investor’s judgment. 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.

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This presentation includes forward-facing information as defined in the Securities Law, 5728-1968 (the “**Securities Law**”), including, without derogating from the generality of the above: information about the Cal and Bit deal, which has not yet closed pursuant to its terms, including regarding its results (slides 7, 8, and 21); information about the Quik deal, which has not yet closed pursuant to its terms, including regarding its results (slides 10, 11, 18, and 20); information about the 7-Eleven and Carrefour deals (the Company has not yet commenced operation of the stores under these deals) including with regarding the opening and the size of the stores, bringing in products, customizing stores, customization costs, store operation dates and results, (slides 14, 15, 16, 17, and 19); assessments regarding market forecast (slide 23); assessments regarding expected revenues (slide 24); assessments regarding sales forecasts (slide 25); assessments regarding store opening rate; and future financial data (slide 37).

Such information includes, *inter alia*, forecasts, including forecasts relating to closing deals and opening branches business plans;; targets;; assessments;; and forecasts, and estimates, including information presented through illustrations, graphs, surveys, and any other information presented in any way that addresses future events and/or matters whose occurrence is not certain and is not in the Company’s control that 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 - as well as relies on an analysis of the general information that was in the Company’s possession on the date on which this presentation was prepared - including data about the relevant industry, public announcements, research, and surveys in 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.





OUR VISION

TO IMPROVE PEOPLE'S QUALITY OF LIFE

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

OUR MISSION

TO REACH OUR CUSTOMERS EACH DAY
ANEW AND CONTINUE TO GROW

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



ELECTRA CONSUMER PRODUCTS' WINNING TEAM



ZVIKA SHWIMMER
CEO

Electra Consumer Products' CEO for the last 3 years
7 years as CEO of Delta Israel
4 years as CEO of Laline
12 years as director of Fox Israel



YONI TSABARI
SENIOR DEPUTY CEO

Senior VP and the Group's Chief Financial Officer
and VP - IT Systems for the last 3 years
4 years as CFO of IDB Tourism Group and the
Israir Group
12 years as Senior Executive at EY

ELECTRA CONSUMER PRODUCTS' WINNING TEAM



AMIT ZEEV
CEO ELECTRA FOOD

4.5 years as CEO of the Dor Alon retail division
2.5 years as CEO of the Dor Alon Group
(AM PM, Alonit, Petrol Stations)



ANAT SHASTIEL
CEO ELECTRA FINANCE

In charge of the credit card based customer loyalty club
3.5 years as CEO of Power Card
6 years as Isracard's Director of Marketing



YORAM BADASH AND SHMUEL MANDZITSKY
ELECTRICAL RETAIL CEOs

Co-CEOs for the last 15 years
Founders of Mahsanei Hashmal
In the electrical retail sector for over 30 years



ANAT BARKAN
VP OF HUMAN RESOURCES

ECP's VP of Human Resources for the last 3 years
6 years as Mey Eden Israel's VP of Human Resources
2 years as Mistral's VP of Market Communications



SHAHAR PERY
VP OF OPERATIONS AND SUPPLY CHAIN

Group's VP of Operations and Supply Chain for last 4 years
2 years as VP of Operations and Logistics at Raly
7 years at UPS in a variety of senior management positions



SAMMY LEVI
VP OF REAL ESTATE

1 year as VP of Real Estate
22 years in senior management positions in the electrical retail division



MOSHE ARDER
CEO ELECTRA ENERGY AND CLIMATE

Has served in the position for the last 3 years
10 years as CEO of Fujitsu Air Conditioning
11 years as CEO of Daikin Israel



AVIAD TSABARI AND TOMER BEN SENIOR
CEOs ELECTRA SPORTS AND OUTDOOR

30 years in the manufacture, import, and marketing of athletic, extreme sports, and life-style brands.



YIGAL GROISER
CEO ELECTRA INDUSTRIES

CEO of Electra Industries for the last 14 years
Last 10 years developing the European heat pump market
25 years at Electra in a variety of positions



LIRIKI MEIRI
LEGAL COUNSEL

Company's lin-house counsel and secretary for the last 2 years
Extensive legal commercial law background at the Meitar law firm



MAY SHAHAR
DIRECTOR BUSINESS DEVELOPMENT

Director of Business Development for last year
5 years at the Ernst & Young firm's Transaction Strategy Department



MICKIE BITTON
CEO ELECTRA TRADE & BRANDS

Has served as CEO Electra Trade & Brands for the last 4 years
4 years as Director of Operations at Sony Mobile Israel
6 years as Director of Sales at Eurocom Nokia
8 years in a variety of senior positions at Cellcom Israel



TAL BEIT HALACHMI
CEO ELECTRA CUSTOMER SERVICE

3 years as CEO of the Customer Service Division
5 years as CEO of the Service Division
26 years in senior management positions at Electra

17

Strategic Steps

24

Months

Sale of Golan Telecom



2020

Executed partnership with Bosch



2020

Acquired Bitan Wines



2021

Acquired control over the Duty-Free store



2021

Company received an AA- rating



2021

Sale of the subsidiary Airwell in France



2021

Execution of a franchise agreement for the opening of Carrefour stores



2022

MOU for the establishment of a customer loyalty club with Cal and Bank Hapoalim



2022

Commencement of construction of refrigerator and air conditioner recycling plant



2022

2020



Execution of contracts to establish HP development and manufacturing network

2021



Execution of franchise agreement with 7-Eleven

2021



Establishment of renewable energy operations

2021



Acquired Columbia Shvilim and Outsiders

2021



Reality Fund brought in as a partner in the real estate reserve in Rishon LeZion

2022



Agreement executed with TCL and Toshiba

2022



First time issuance of marketable bonds NIS 250M

2022



Acquisition by allocation of 32 dunam in Ashkelon on which to build a factory

ELECTRA CONSUMER PRODUCTS

ISRAEL'S FOREMOST CONSUMER PRODUCTS GROUP

B2B

B2C

ELECTRICAL CONSUMER PRODUCTS DIVISION

ELECTRICAL RETAIL DIVISION

FOOD DIVISION

SPORTS AND OUTDOOR DIVISION*

REAL ESTATE DIVISION



Cal.

Customer Loyalty Club and Finance Division **

bit

* Additional operations that are not reportable segments that are included in the "other" segment in the financial statements

** The transaction has not yet closed.

New Growth Engines

FOOD DIVISION



ELECTRICAL CONSUMER PRODUCTS DIVISION



CUSTOMER LOYALTY CLUB AND FINANCE DIVISION*





FOOD DIVISION



7 MONTHS BUILDING A STRATEGIC FOUNDATION

NEW AND EXPERIENCED MANAGEMENT AND A MOVE TO NEW HEADQUARTERS

AMIT ZEEV

CHIEF EXECUTIVE OFFICER

4.5 years as CEO of the Dor Alon retail division
2.5 years as CEO of the Dor Alon Group (AM PM, Alonit, Petrol Stations)

RAN SABAN

CFO

1 year as VP of Finance in charge, for example, of legal matters and information systems
4 years as CFO at Elco Media
6 years at Shufersal and Tiv Ta'am as Head Controller and CFO

ARIK COHEN

CHIEF OPERATING OFFICER

6 months at Bitan Group
6 years as CEO of AM:PM
18 years in retail food management positions

SHAY BEN AVI

VP OF TRADE

The Company's VP of Trade for the last 9 months
18 months as CEO of Katif (a subsidiary of Shufersal - fruits and vegetables)
12 years at Shufersal

TAL ZIKNO

VP OF HUMAN RESOURCES

2 years as VP of Human Resources at Psagot Investments
5 years as Director of Human Resources at Osem-Nestle Group, Director of Human Resources at trading company
10 years as Director of Human Resources at Ernst & Young

SHAHAR OREN

VP OF MARKETING

3 months at Bitan Group
3 years as VP of Marketing and Business Development at Dor Alon Group
7 years as Director of Marketing Division at Dor Alon
10 years in various positions at Dor Alon

RAVIT ADANI

LEGAL COUNSEL

1 year at Bitan Group
11 years as legal counsel at some of the largest, leading companies in the market including Schultz Catering, the Honigman Group, Ace, and Auto Depot
15 years experience as an attorney and legal counsel

BUILDING INFRASTRUCTURES

Logistical

Operational

Commercial

Information Systems

Customer Loyalty Clubs

CONTRACTS SIGNED



* The transaction has not yet closed.

THE WORLD'S LARGEST FOOD RETAILERS ARE COMING TO ISRAEL



October 2021: Exclusive franchise agreement to operate a chain of convenience stores in Israel



Merger of Israel's most advanced retail platform and completion of consumer value proposition
The transaction has not yet closed.



April 2022: Exclusive franchise agreement and rebranding of the Bitan Wines chain under the various Carrefour brands in Israel



THE LARGEST FOOD RETAILER IN EUROPE IS COMING TO ISRAEL

1#

the largest retail food chain in Europe

1#

the largest private brand in Europe

2#

second largest retail food chain in the world

€81.2B

annual turnover (2021)

€2.2B

EBITDA

€11.6B

market value (March 2021)

110M

households make purchases on the chain's platforms each year

11M

transactions per day

1958

year established

Variety

of products

Quality

at international standards

Advanced

digital capabilities

Leading, quality

organic brand

Sustainable

partnership with suppliers

Sources

leading global production sources

Attractive

prices

NON-FOOD

huge selection of categories

Know-How

exceptional retail expertise



THE LARGEST FOOD RETAILER IN EUROPE IS COMING TO ISRAEL



LAURENT VALLEE

General Secretary, Carrefour Group



PATRICK LASFARGUES

Executive Director, Carrefour International Partnership



THE CARREFOUR BRAND OFFERS AN ENORMOUS VARIETY OF CATEGORIES AND PRODUCTS.

Expected opening: Q4/2022

726

production lines + quality control for private label brand products

CONVENIENCE PRODUCTS

from a wide variety, including clothing, sport, office, toys, electrical products, and more.

FOOD PRODUCTS

that are locally sourced, organic, and high-quality



30%*

EXPECTED MARKET SHARE OF THE PRIVATE LABEL CHAIN IN ISRAEL



* These estimates are forward-facing information as defined in the Securities Law as described in slide 2 of this presentation, and is based, *inter alia*, on the Carrefour private label's sales percentages in stores in Europe.

BRANDING AND CONVERSION OF 151 YEINOT BITAN AND MEGA STORES UNDER THE CARREFOUR BRAND



151 stores



191 stores

8 SKUs per m²



20 SKUs per m²

5% Market share



10% Market share

NIS 2.9B 2021 Revenues



NIS 6.4B in expected revenues 2026

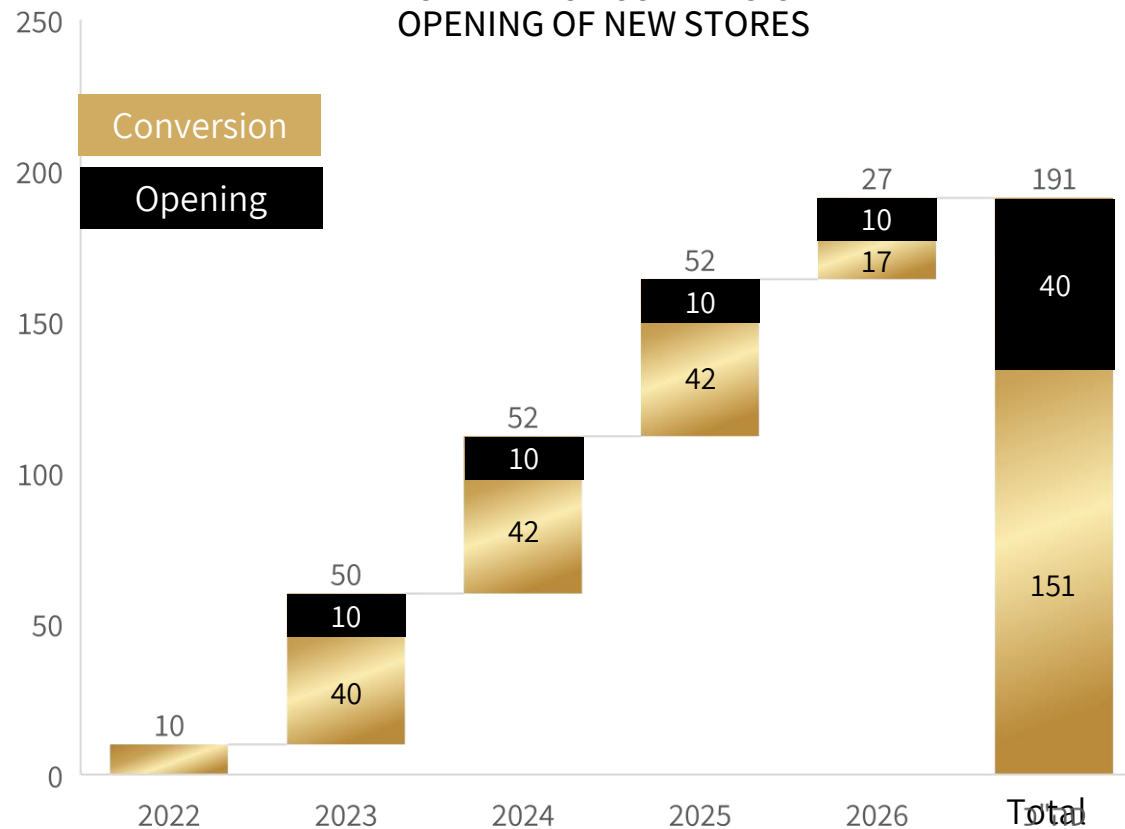
NIS 68M 2021 EBITDA after neutralising IFRS 16



NIS 350M expected EBITDA in 2026

AN INVESTMENT OF APPROXIMATELY NIS 400 MILLION WITHIN 3 YEARS

DEVELOPMENT OF CONVERSION AND OPENING OF NEW STORES





THE WORLD FOREMOST CHAIN OF CONVENIENCE STORES IN THE WORLD IS COMING TO ISRAEL

Diverse, quality, and fresh private label

#9

in a ranking of the world's foremost retail stores

#1

in a ranking of the world's foremost convenience stores

20

countries

\$69.2B

annual turnover (2021)

\$5.89B

EBITDA

81,000

stores

Every 3.5

minutes a new store opens

140K

employees

1927

year established



*The above information regarding 7-Eleven is information published by that chain.

35%*

EXPECTED MARKET SHARE OF THE PRIVATE LABEL CHAIN IN ISRAEL



* These estimates are forward-facing information as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the 7-Eleven private label's sales percentages in stores in the US.



OPENING 400 STORES*

300 PLANNED IN A FRANCHISE FORMAT

REDEFINING CONVENIENCE STORES
IN ISRAEL TOGETHER WITH
CONSUMER VALUE PROPOSITIONS

2021

Hiring management team and establishing a business plan

2022

Launching first stores in Israel and commencement of brand support by well-publicized launch

2025

Expansion to approximately 200 stores

NIS 1B

Expected revenues within 4 years

NIS 50M

Expected EBITDA within 4 years

NIS 40K

Annual per metre redemption targets

NIS 100M

Expected investments over 3 years



* The Company's estimates in this slide are forward-facing information as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the opening of stores according to the business plan and on adjusting the average sales per square metre to the average sales per square metre common to the industry.



Quik

Merger of Israel's most advanced retail platform and completion of consumer value proposition

Turning the store into a logistics center

3
hours until delivery

200
distribution points



POTENTIAL FROM INTEGRATING CAPABILITIES*

Quik



Technological capabilities	Widespread reach
Operating capabilities	Purchase prices
165 million (2021 sales)	120 million (2021 sales)
0% current gross profit	14% current gross profit

Quik



5% | NIS 750M

Operating income in 2025

* The transaction has not yet closed. The Company's estimates in this slide are forward-facing information, as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the opening of stores according to the Company's business plan and on adjusting the operating income rate to what is common in the sector.

OPENING 4 LEADING STORE FORMATS*

CONVENIENCE STORES

7-ELEVEN



- A unique concept that does not exist in Israel, integrating convenience stores with fresh food, a leading private label, and daily consumer products, with convenient opening hours.
- Opening 400 stores – most through a franchise model
- Bringing 1,000 products in under this private label
- 50-250 m² store formats

SHOPS

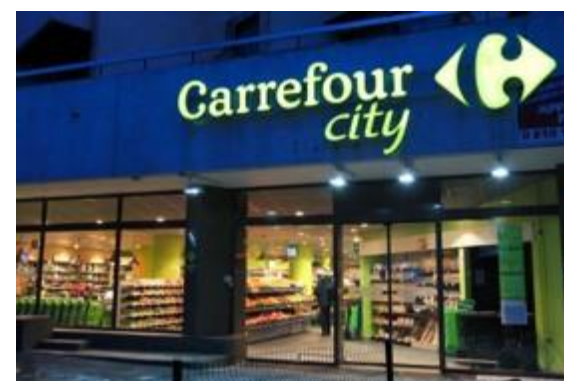
CARREFOUR EXPRESS



- Chain of "along the way" spontaneous purchases
- Variety of categories impulse purchase products
- Variety of supplemental daily products
- The chain's stores will be located in bustling residential centres.
- Low operating cost
- 250-400 m² store formats

SUPERMARKETS

CARREFOUR IN THE CITY



- Chain of neighborhood stores located close to residential centres
- Variety of categories for daily consumption
- 400-1,200 m² store formats

HYPER MARKETS

CARREFOUR HYPER MARKET



- Branches that are approximately 5000 m²
- Huge variety of products
- Larger packages for savings

* At this time, these stores have not yet opened. The Company's estimates as noted in this slide regarding the opening of these stores and their formats are forward-facing information, as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the opening of stores according to the Company's business plan.



NEW SHOPPING EXPERIENCE



NEW ONLINE EXPERIENCE



NEW VALUE PROPOSITION

cheaper and more diverse



ATTRACTIVE SHOPPING CART

with a greater variety, which includes international brands being launched for the first time in Israel



* The transaction has not yet closed.

ELECTRA FINANCE

ALL DIVISIONS UNDER ONE LOYALTY CLUB

Establishment of the largest credit card customer loyalty club in Israel with Cal and Bit*

bit | **Cal.**



Employee club



Customer loyalty club



Digital wallet



Credit card



Non-bank credit card



Accessory products



Potential for up-sales and cross-sales

EXPECTED GROWTH**

Hundreds of Thousands

credit cards within 10 years

Tens of Billions

of card transactions

NIS Billions

Size of credit portfolio

NIS30M

expected annual cash flow during the first two years

(partly contingent on meeting targets and in part, safety net)

NIS50M

target contingent bonus during the engagement term (10 years)

+20%

expected average increase in number of visits

+5%

expected shopping basket growth

* The transaction has not yet closed.

** At this time, the transaction has not yet closed pursuant to its terms. The Company's estimates in this slide are forward-facing information, as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the principle understandings between the parties, including regarding the "safety net" and target contingent payments.



ELECTRICAL CONSUMER PRODUCTS DIVISION

ELECTRA
CLIMATE & ENERGY SYSTEMS

BOSCH solar**edge** CanadianSolar

DAIKIN **ELECTRA** Midea

ELCO All Recycling

ELECTRA
TRADE

Miele **TOSHIBA** **TCL**

Sauter Whirlpool **LIEBHERR** meister

Breville JETPOINT **PHILIPS** cecotec

LEADING THE AIR CONDITIONING INDUSTRY IN ISRAEL

MANUFACTURES, IMPORTS, AND MARKETS AIR CONDITIONING SYSTEMS FOR THE LAST 75 YEARS AND SINCE 2022, RECYCLES AS WELL

40%

Market share

+400K

Units Sold per Year



Exclusive Importer



Exclusive Importer



Manufacturer and exporter of heating systems to Europe



Advanced Green Technologies



MARKET FORECAST

NIS2.5B

Size of Israeli air conditioning market, 2021*

+3%

2022 annual growth rate*



MAGIC TOUCH

Maintaining product superiority with the launch of efficient and ecological lines featuring advanced air purification technology

Electra is leading the environmental revolution with powerful and efficient lines of air-conditioners that protect the planet

* Per the Company's estimates. The Company's estimates in this slide are forward-facing information, as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the Company's business forecast.

PARTNERSHIP WITH THE GLOBAL BOSCH CONGLOMERATE

- For the first time ever, Bosch is acquiring 40% of Electra Industries and opening a joint factory in Ashkelon.
- Viessmann is executing a development and manufacturing agreement for a unique line of products.

NIS100M

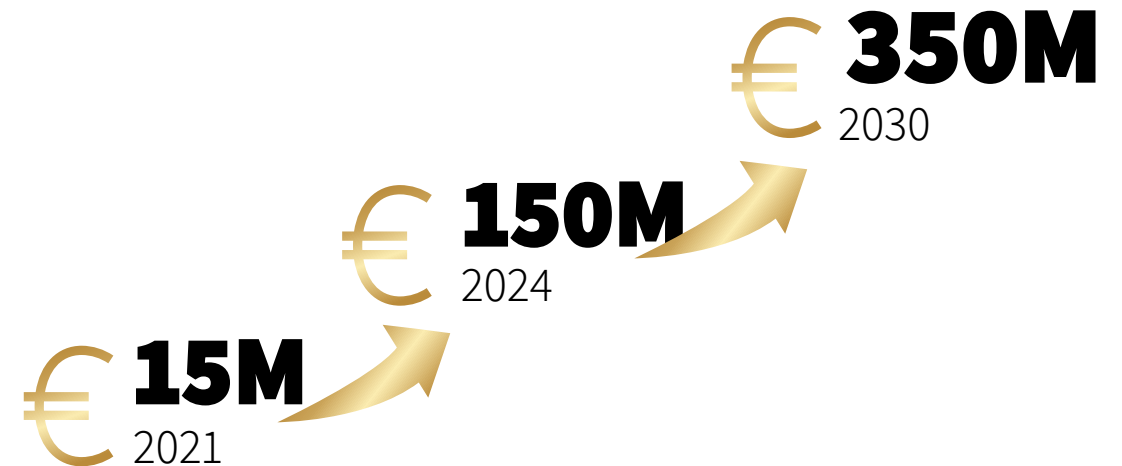
Size of Investment

14

European Export Countries

THE GLOBAL CLIMATE CRISIS AND EUROPEAN ENERGY CRISIS HAVE GENERATED IMMENSE DEMAND FOR OUR ADVANCED HEATING SYSTEMS.

Expected revenues from the Electra-Bosch factory*



* The Company's estimates in this slide are forward-facing information, as defined in the Securities Law, as described in slide 2 of this presentation, and is based, *inter alia*, on the opening of stores according to the existing volume of Company sales and the Company's current orders.

European Partners



WATERKOTTE



BOSCH

-weishaupt-



VIESSMANN

ELECTRA SOLAR

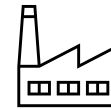
ONE-STOP-SHOP FOR RENEWABLE ENERGY PRODUCTS



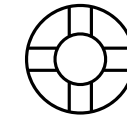
Solar panel
distribution
agreement



Solar converter
distribution
agreement



Aluminium construction
plant owned by the
Company



Distribution of
supplementary equipment
such as wash systems,
floats, etc.

NIS1.5B

Size of the renewable
energy market* in
Israel, 2021

NIS80M

Electra Solar
expected sales in
2022, its first
operating year



NIS400M

Electra Solar expected
sales in 2025



CONSTRUCTION OF THE FIRST RECYCLING PLANT IN ISRAEL FOR LARGE HOME APPLIANCES, AIR CONDITIONERS, AND REFRIGERATORS



1M Tonnes

Expected reduction in greenhouse gas emissions within 3 years



Appx. NIS 25M

Cost of constructing the plant on approximately 6 dunam, of which 3 dunam are in southern Israel



Appx. NIS 5M

potential EBITDA within 3 years



Meeting European Standards

The facility meets European Cenelec environmental standards.



In Partnership with All-Recycling

Of the All-Trade Group and the MAI Israel Electronics Recycling Corporation



Hundreds of Thousands of Units Annually

Air conditioners, refrigerators, and other large household appliances will be recycled while treating all greenhouse gases



FINANCIAL RESULTS

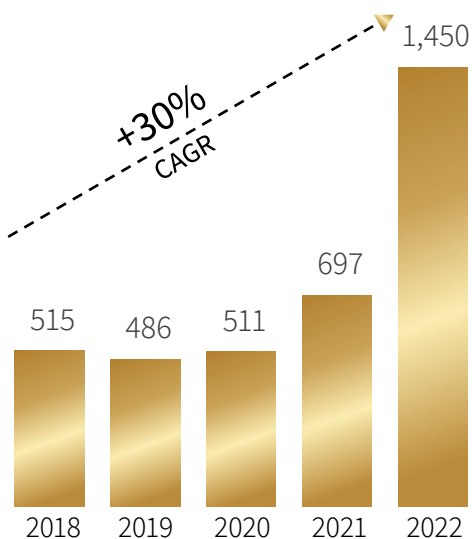
Q1/2022



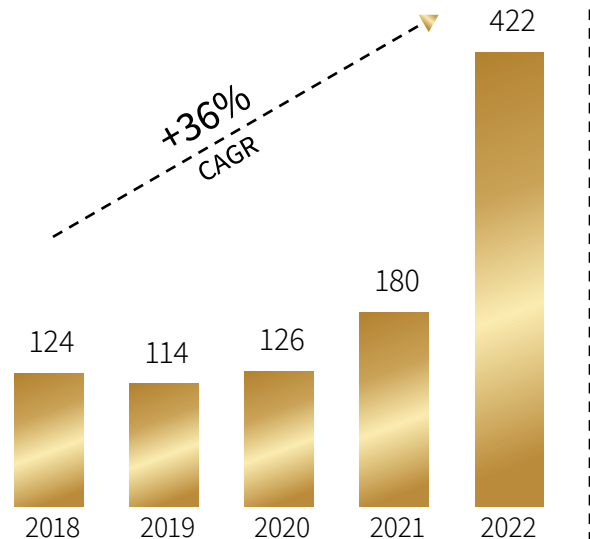
CONTINUED ACCELERATED GROWTH IN ALL PARAMETERS

THE GROUP'S OPERATING RESULTS (NIS M) Q1/2022

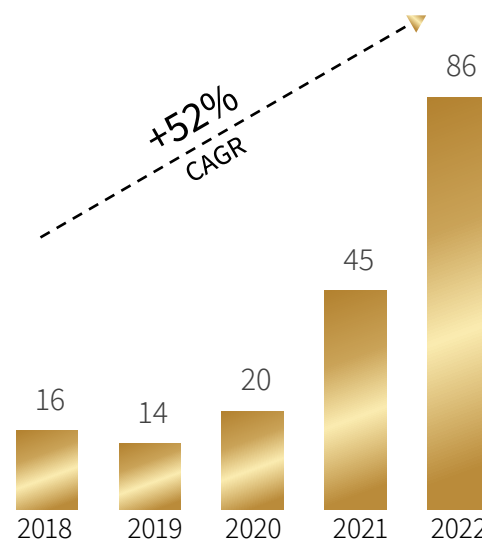
REVENUES



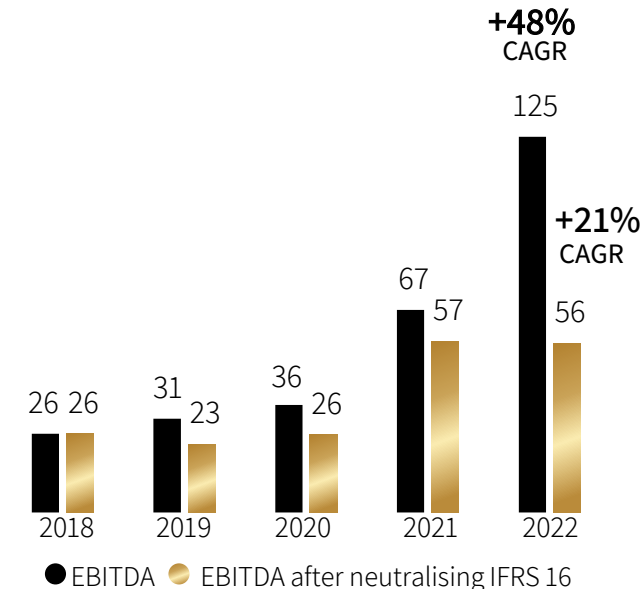
GROSS PROFIT



OPERATING INCOME



EBITDA

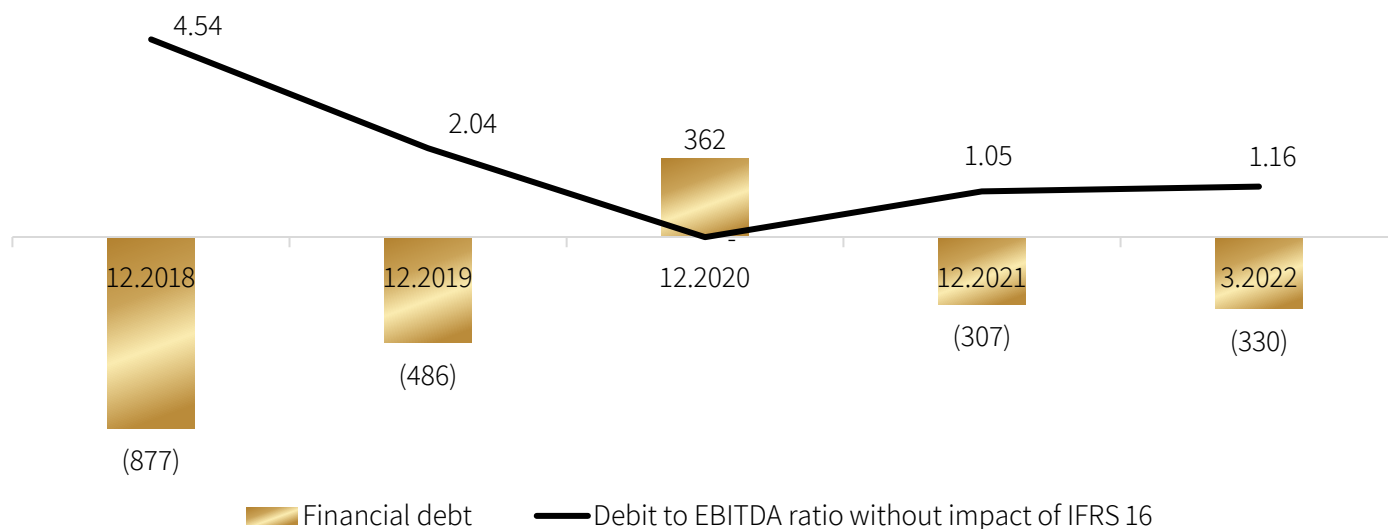


EBIDTA is calculated as earnings before depreciation and amortization, financing expenses, net, other income (expenses), and taxes on income, and as at 2022, the Company has also started deducting share-based payment expenses (including adjustment of comparison numbers).

FINANCIAL STABILITY

THE GROUP'S OPERATING RESULTS (NIS M) Q1/2022

DEVELOPMENT OF COVER RATIO



ADDITIONAL FINANCIAL DATA

5%

Debt to balance sheet ratio after neutralising IFRS 16

19%

Equity to balance sheet ratio

462M

Cash balance – 31.3.22

400M

Total value of real estate properties

Financial debt in 2018 and 2019, includes the Golan Group.
As of 2021, the debt includes initial consolidation of the Bitan Wines Group's debt.

SEGMENTAL RESULTS

 **ELECTRA**
CLIMATE & ENERGY SYSTEMS



ELECTRICAL CONSUMER PRODUCTS DIVISION

 **ELECTRA**
TRADE

 **ELECTRA**
RETAIL



ELECTRICAL RETAIL DIVISION

 **ELECTRA**
FOOD



FOOD DIVISION

 **ELECTRA**
SPORTS & OUTDOOR



SPORTS AND OUTDOOR DIVISION*

 **ELECTRA**
REAL ESTATE



REAL ESTATE DIVISION

* Additional operations that are not reportable segments that are included in the "other" segment in the financial statements



ISRAEL'S FOREMOST BRANDS

Leader in the Israeli air conditioning market with a 40% market share

One-stop-shop for sale of solar equipment

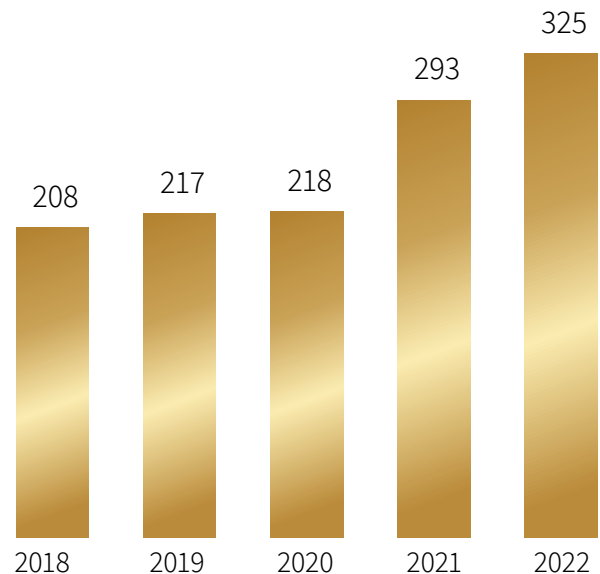
Importer of some of the foremost electrical brands in Israel

Refrigerator and large household appliance recycling plant

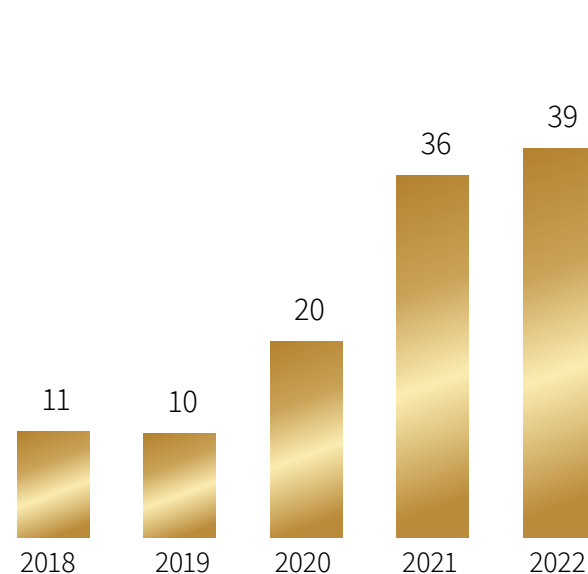


ELECTRICAL CONSUMER PRODUCTS SEGMENT RESULTS (NIS Millions) Q1/2022

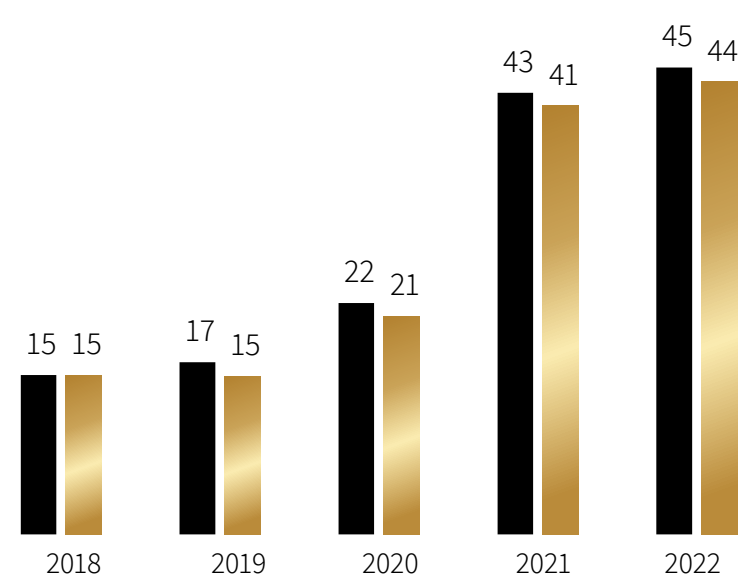
REVENUES



SEGMENTAL INCOME



EBITDA



OPERATES THE LARGEST ELECTRONICS CHAINS IN ISRAEL: MAHSANEI HASHMAL AND SHEKEM ELECTRIC

MAHSANEY HASHMAL
ON-LINE

MAHSANEY HASHMAL

Duty Free
Shekem Electric

Shekem
Electric

ELECTRA ELCO

SENSOR Apple

Opening of the
Duty-Free store

Expanded operations
in the non-Jewish
sector

The foremost brand in
electronics searches

Expanded electronics
product offering

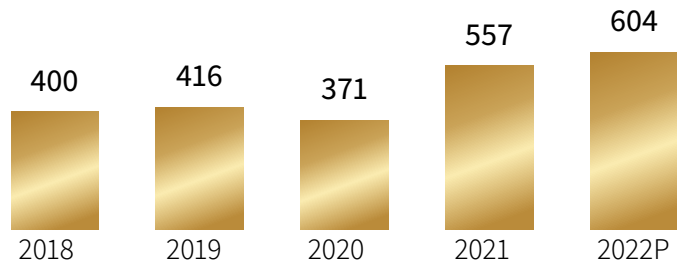
Israel's leading e-
commerce website

Broad geographical
spread with 75
branches

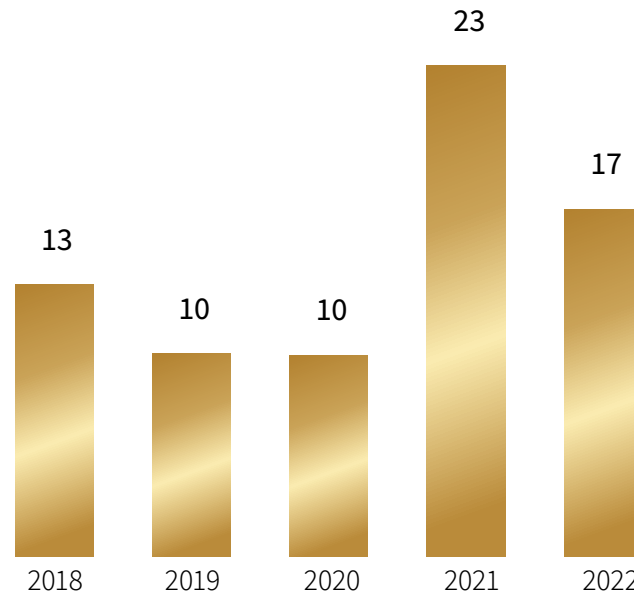


ELECTRICAL RETAIL SEGMENT RESULTS (NIS Millions) Q1/2022

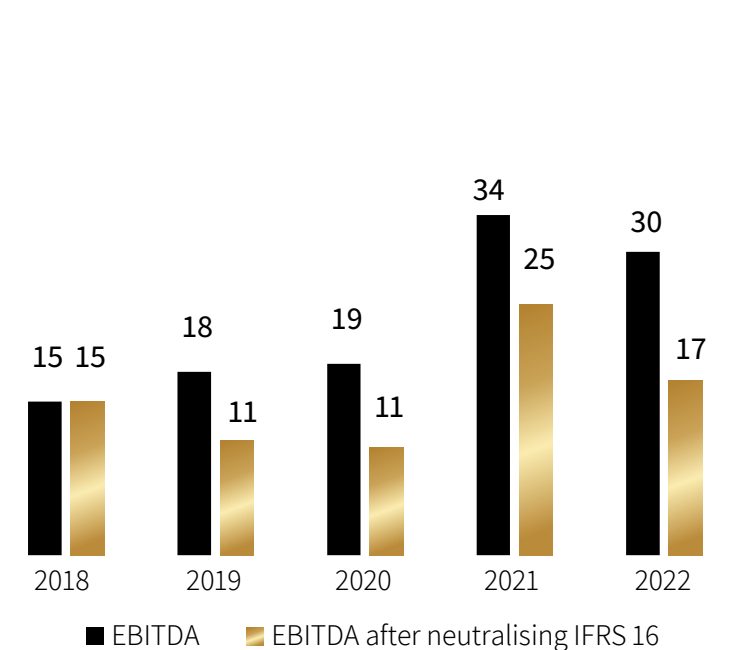
Revenues – First Third of the Year*



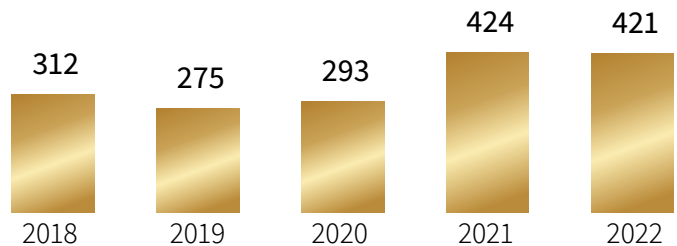
Segmental income



EBITDA



Revenues – Q1



* Pro forma data based on unreviewed management reports

TWO OF THE WORLD'S FOREMOST BRANDS ARE COMING TO ISRAEL



Carrefour, the largest retail food chain in Europe is coming to Israel.

A new, quality shopping experience for the Israeli consumer

7-Eleven, the world's leading convenience store chain, is coming to Israel.

New e-commerce experience with Quik

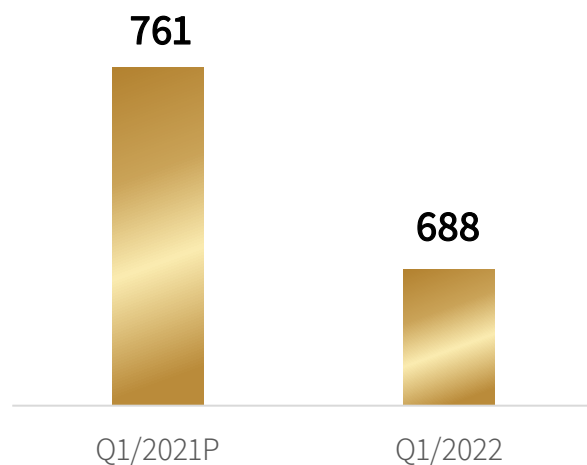
Widespread reach with approximately 600 stores throughout Israel

Private label with exclusive products that will be launched for the first time in Israel.

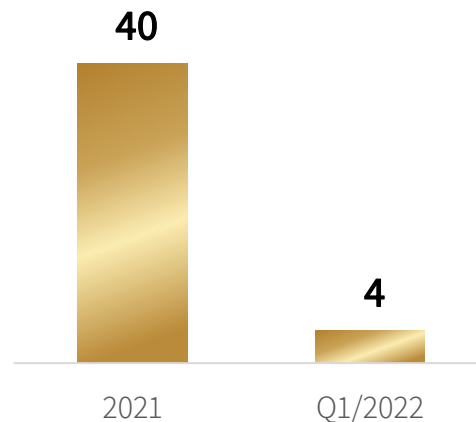
RETAIL FOOD SEGMENT RESULTS

(NIS Millions) Q1/2022

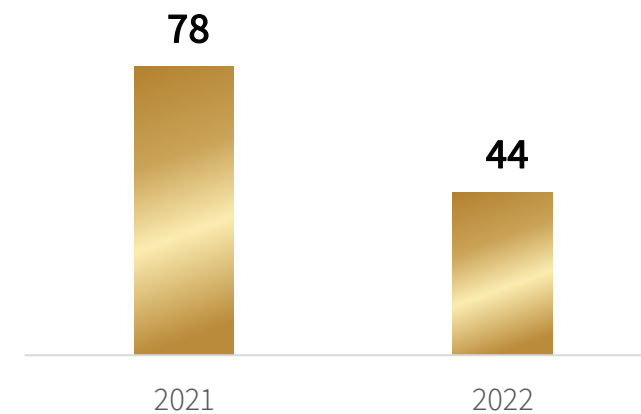
Revenues



Segmental income



EBITDA



THE FOREMOST BRANDS AND CHAINS IN TRAVEL AND LEISURE

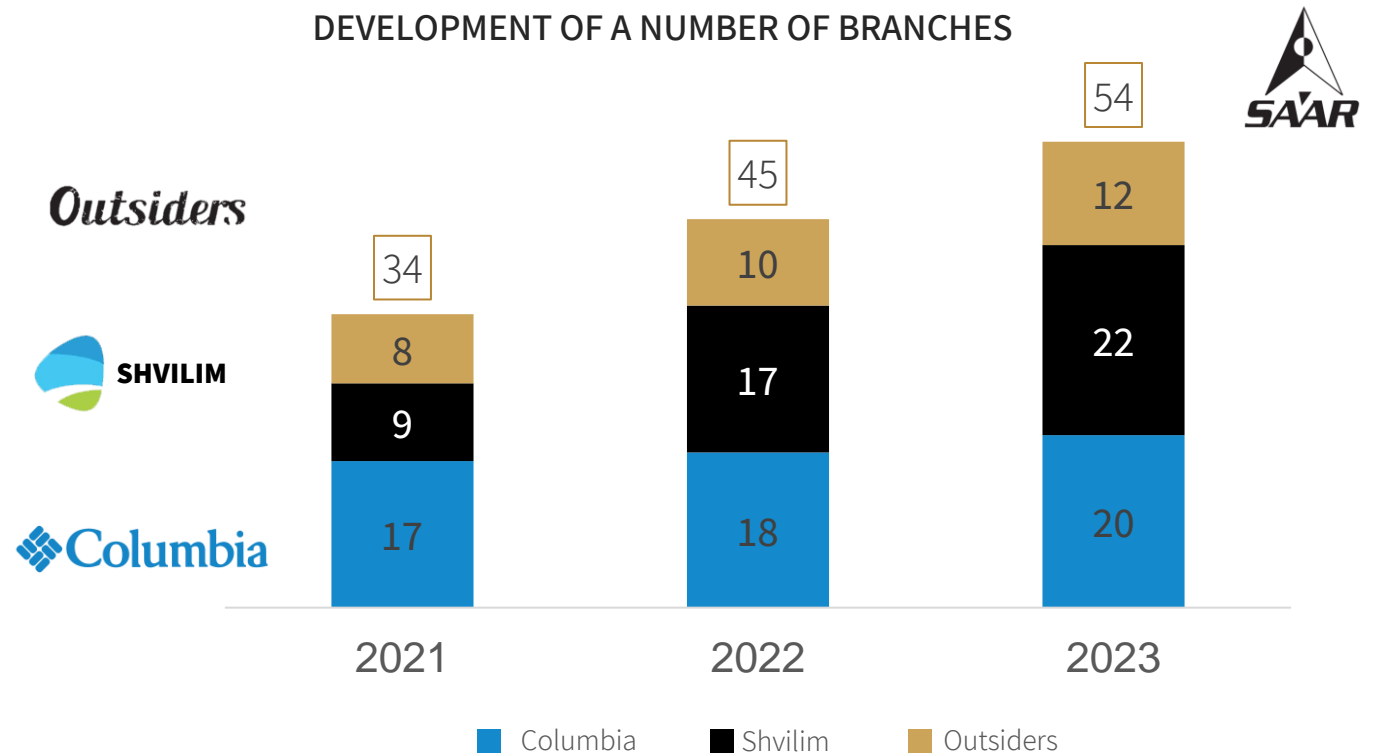
DEVELOPMENT OF A NUMBER OF BRANCHES

45
stores

Over NIS200M
in expected
sales in 2022

#1
Leading per
capita importer
of Columbia
Brands in the
world

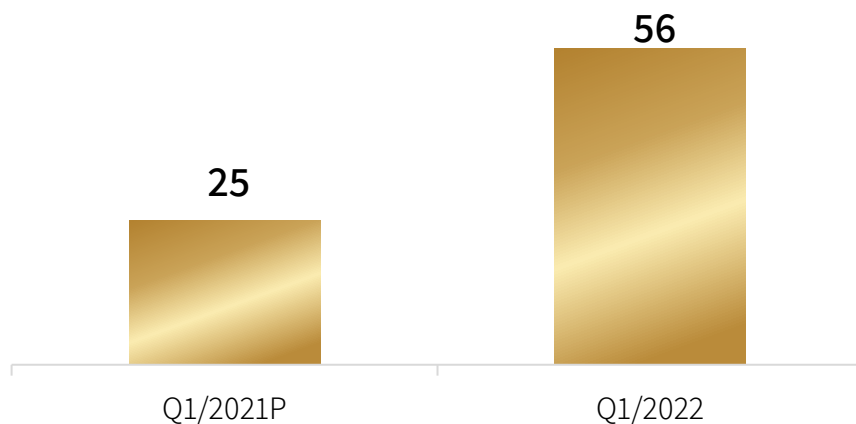
200K
Loyalty club
members



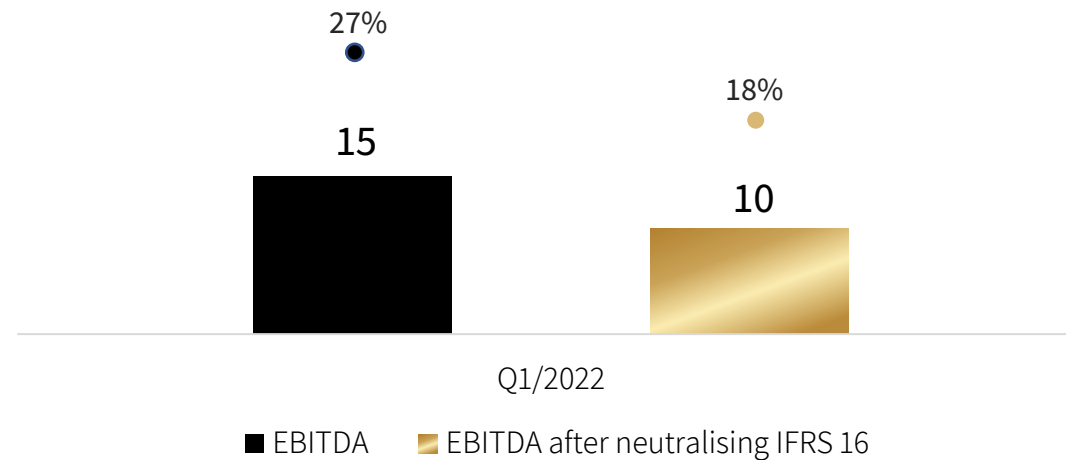
“OTHER” SEGMENT RESULTS

(NIS Millions) Q1/2022

REVENUES



EBITDA AND EBITDA PERCENTAGE



PARTNERSHIP WITH REALITY FUND

66 dunam

Adjacent to the 1,000 Complex Next to the train station

Real-estate project exceeding

200,000 m²

Acquisition of additional lots in 2022

Parcel 75

8.5 dunam, gross - appx. 7 dunam, net

Parcel 15

1.9 dunam, gross



קָרָן רִיאַלְטִי תְּרוּכֹשׁ 50% מִשְׁטַח שֶׁל אֶלְקֵטְרָה מוֹצְרֵי צְרִיכָה בְּרֵאשִׁי צִיפִי לִפְנֵי שׁוֹי 275 מִלִּיּוֹן שֶׁקֶל

במתחם המשתרע על שטח של 55.7 דונם, מצפון למתחם האלף נמצאים כיום משרדי אלקטרה מוצרי צריכה ומפעל המגנים 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

אמיתי גזית 25.03.21 11:19

ELECTRA BOSCH

Factory in Ashkelon

Owns 32 dunam

Ashkelon Development Zone A



COMMERCIAL REAL ESTATE

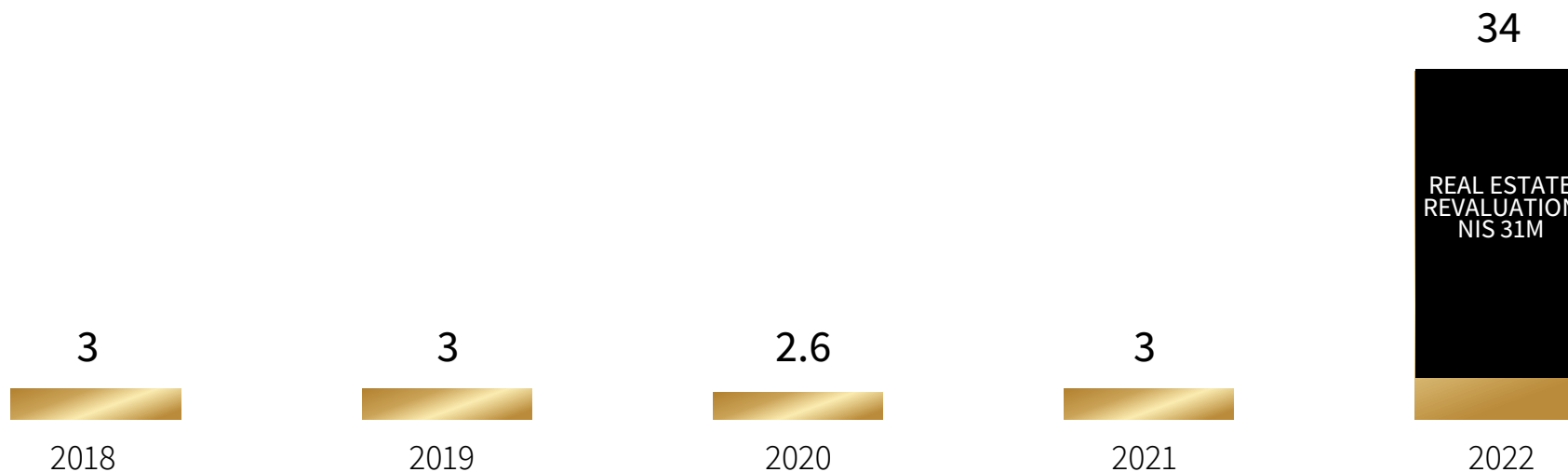
Acquisition of commercial real estate for use by the Group



REAL ESTATE SEGMENT RESULTS

(NIS Millions) Q1/2022

Segmental income





ELECTRA CONSUMER PRODUCTS

THE FOREMOST CONSUMER PRODUCTS GROUP IN ISRAEL

Investor Presentation | May 2022