



 ELECTRA אק
**Electra
Consumer
Products**

One of Israel's
foremost consumer
products groups

Investor Presentation | Q3-2023

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Legal Disclaimer and Forward-Facing Information (cont.)

This presentation includes information that constitutes forward-facing information as defined in the Israel Securities Law, 5728-1968 (the "Securities Law") including, without derogating from the generality of the above, information about the Company's operations, including the Company's expected sales turnover for 2023, the number of stores that the Group expects to open, and forecasts as to the number of stores that will be converted to Carrefour (slides 3 and 8) as well as estimates regarding accumulated orders in the electrical consumer products segment.

Such information includes, *inter alia*, forecasts, including forecasts relating to closing deals; the opening of branches business plans; targets; assessments; 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 - 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 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 actualization 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 2022 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 reiterate 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.



Electra Consumer Products Group

A variety of fields of operation that maintain the Group's solidity even in time of war

NIS 6.5 billion
expected turnover in 2023

334
stores

243k m²
sales floor

60 million
transactions per year

>108K
club card holders

Sports and leisure segment



Retail food segment



Electrical retail segment



Real estate segment



Carrefour Club



Electrical consumer products segment

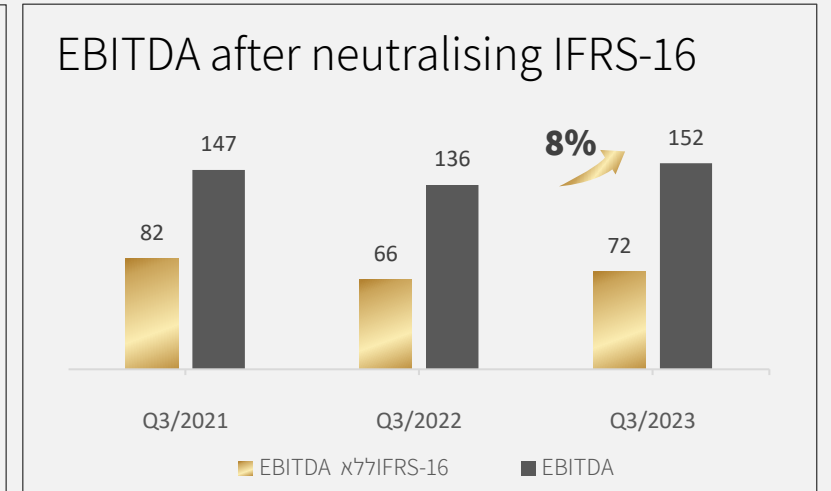
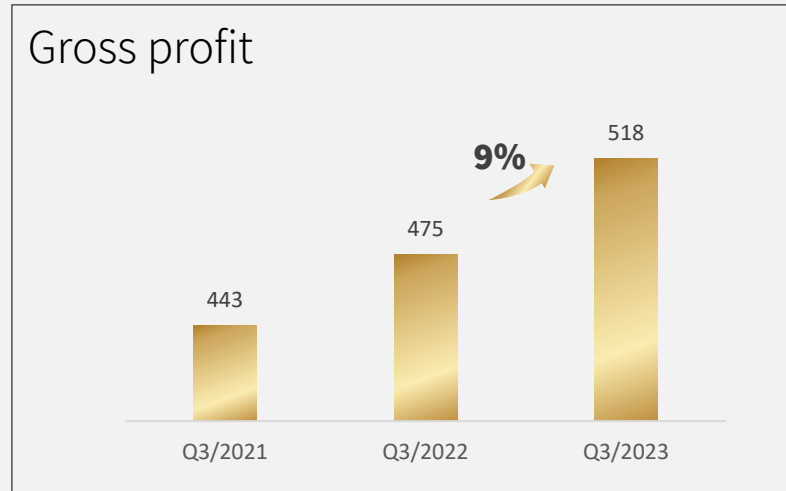
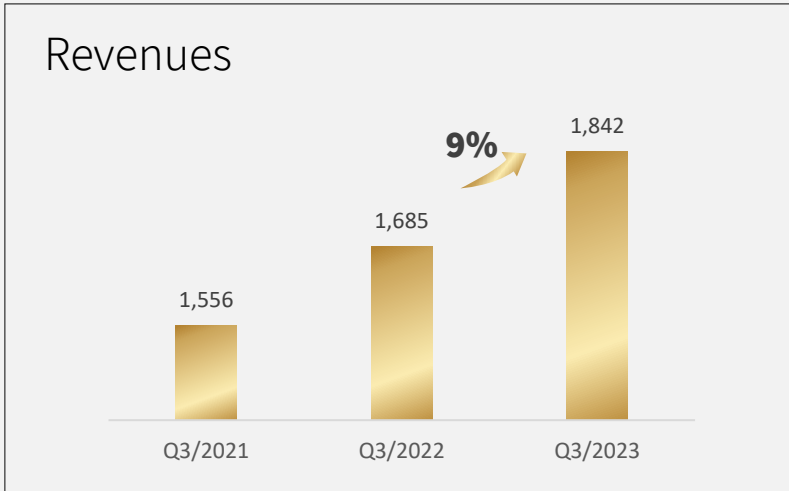


* The Company's estimates with regard to the 2023 turnover forecast, the number of stores that are expected to be opened by the Group, as well as sales floors, are forward-facing information, as defined in the Securities Law, as described in slide 2 of this presentation, and is based, inter alia, on the Company's budget, the Company's business plan, its assessment with regard to the growth trend in converted store sales, and the opening of Adidas stores.

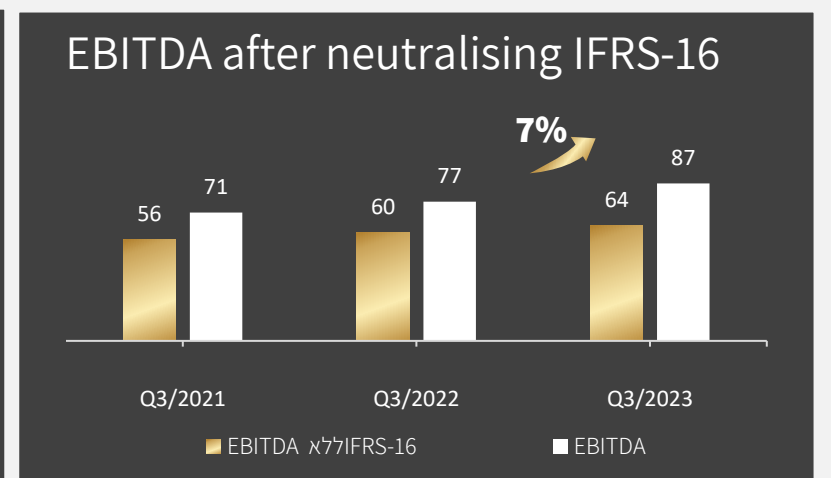
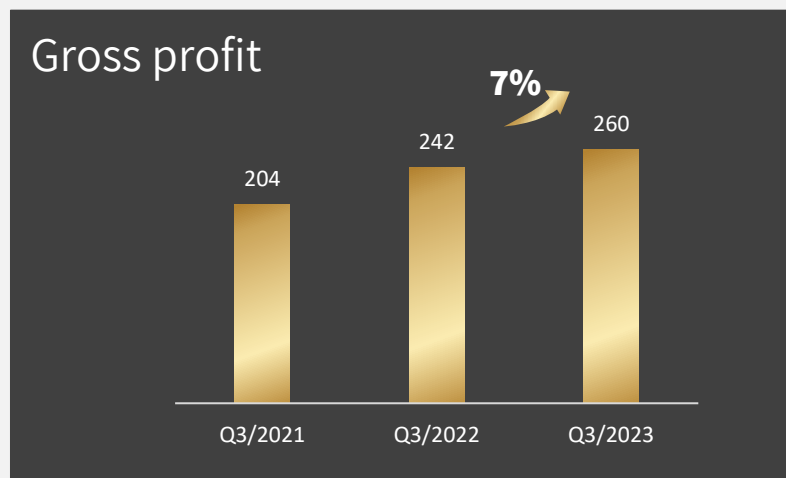
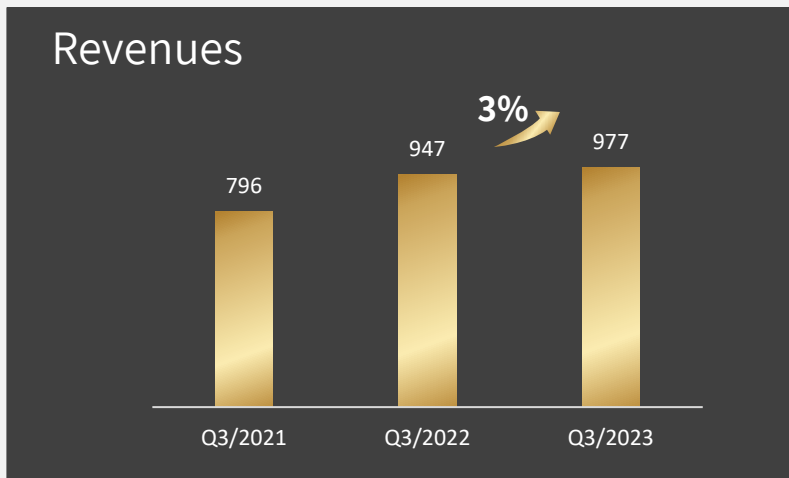
The Group's Q3/2022 Operating Results

Growth in Sales and Profitability

Results of the Group's operations in NIS millions, including the food segment

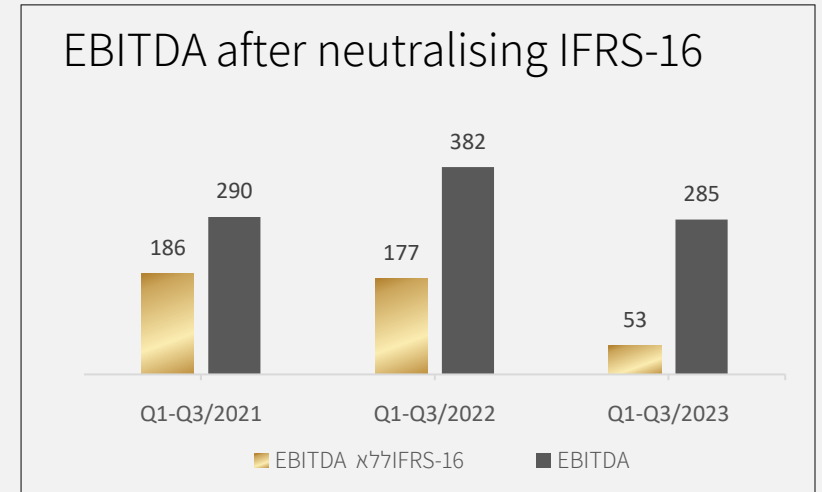
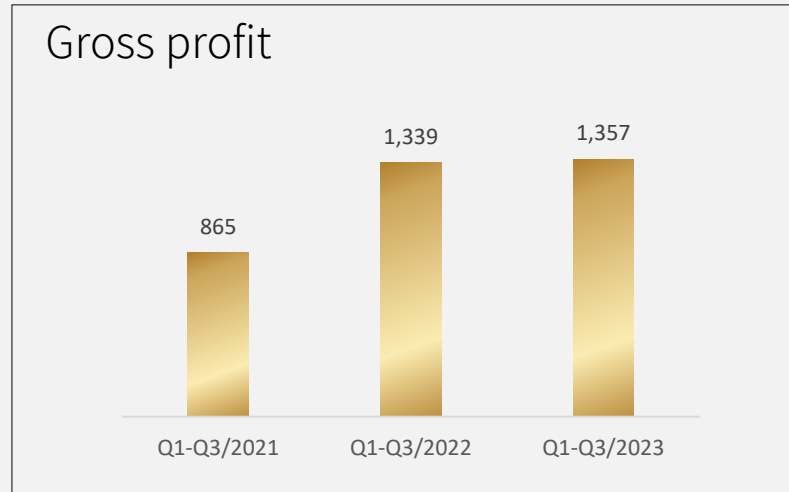
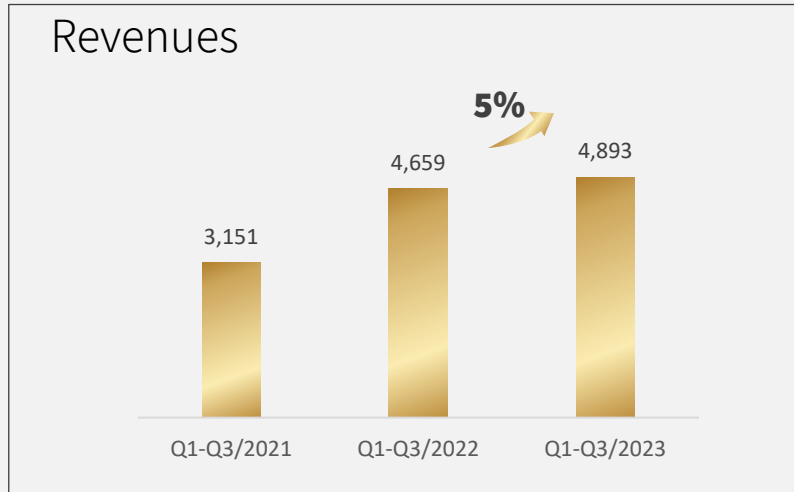


Results of the Group's operations in NIS millions, after neutralisation of the food segment

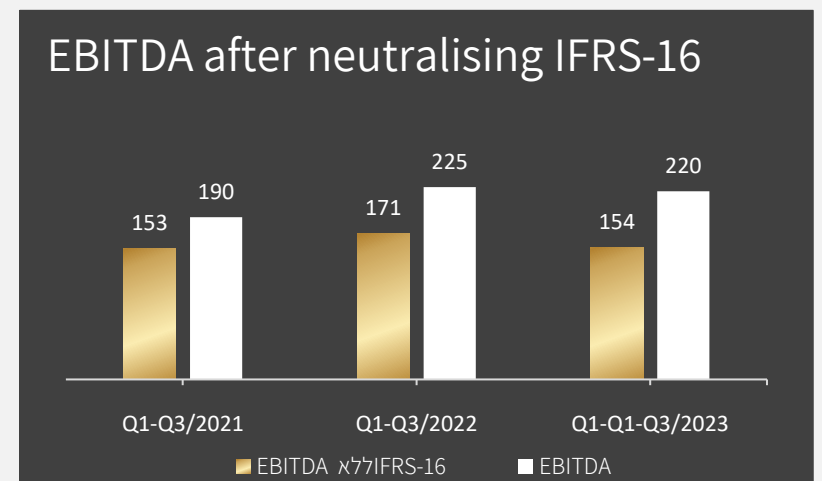
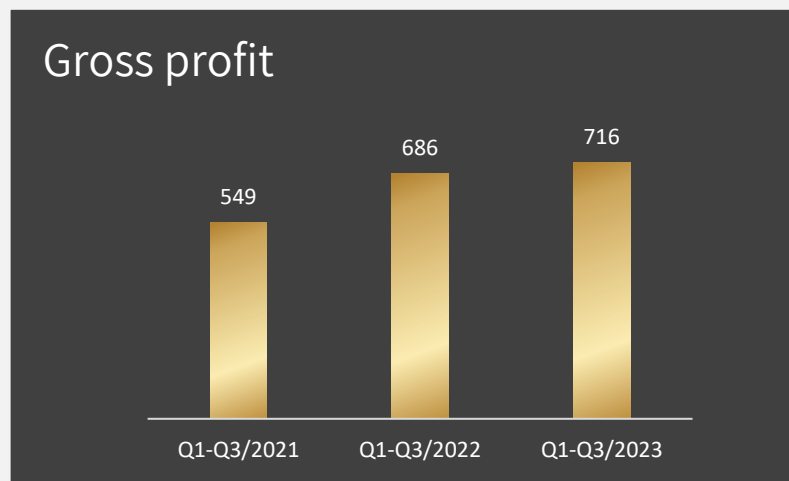
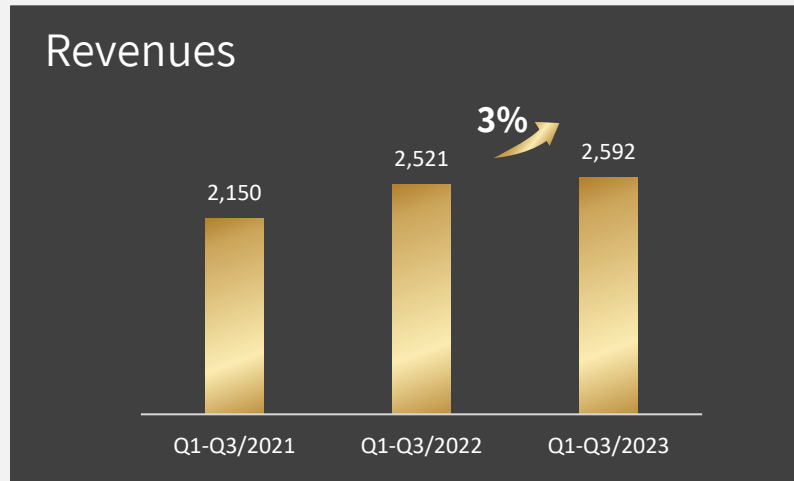


Growth in sales in all of the Company's operations

Results of the Group's operations in NIS millions, including the food segment



Results of the Group's operations in NIS millions, after neutralisation of the food segment



Continued growth, improvement in all metrics, and record sales for the Electra brand



Electrical retail

Electrical consumer products

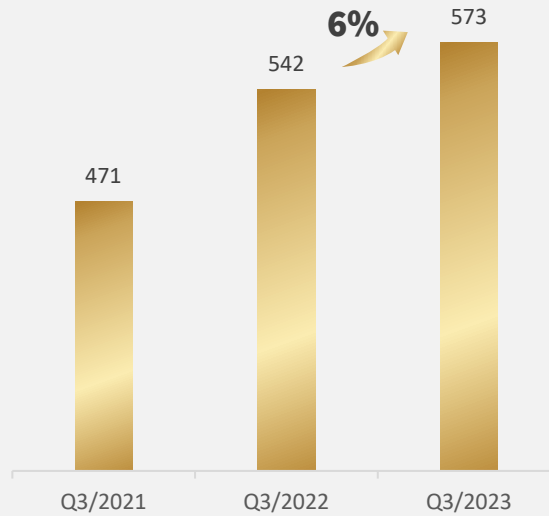
Retail food

Sports and leisure

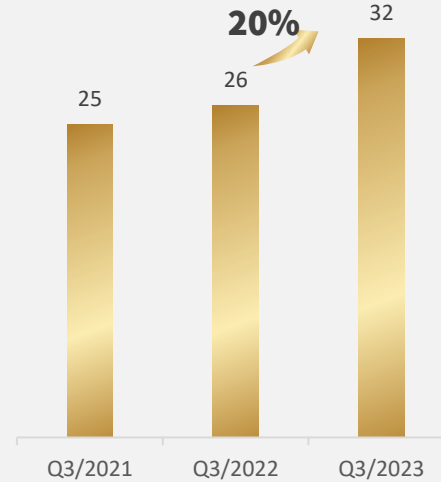
Real-estate

Q3 Results

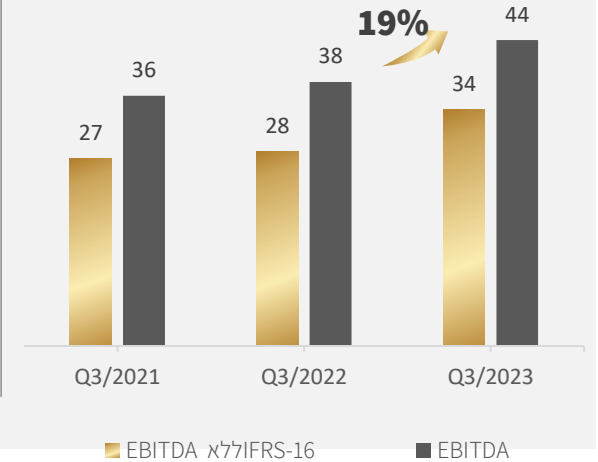
Sales NIS m



Segmental profit (loss) NIS m



EBITDA with and net of IFRS16 NIS m



7%+

increased same store sales including duty free

+20%

growth in online sales

+42%

increase in Electra brand sales compared to the previous year

16%

Electra brand's market share of total sales

5.5%

Segmental income

5.9%

EBITDA without IFRS 16

The launch of new product lines in the Israeli market and the development of new products for the international market in light of regulatory changes.



Electrical retail

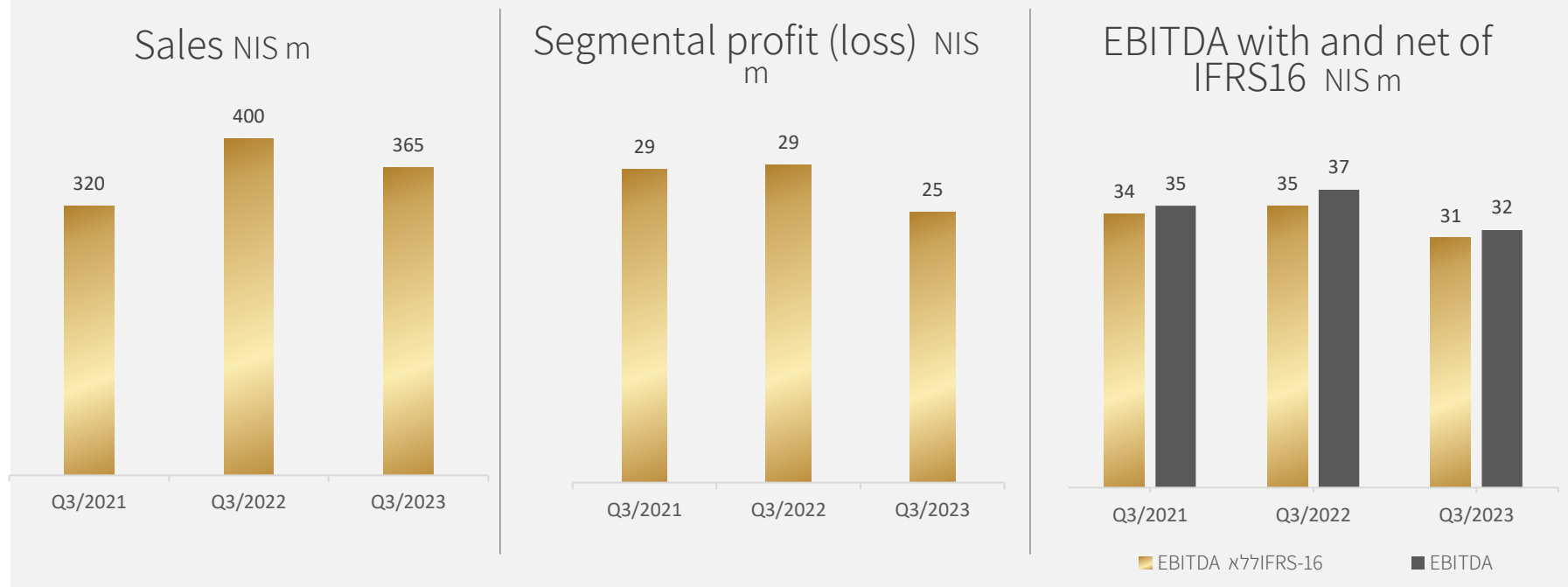
Electrical consumer products

Retail food

Sports and leisure

Real-estate

Q3 Results



5%+

Growth in Daikin VRF sales

+7%

Growth in Electra VRF sales

+216M

order backlog by the end of 2024

Israel is switching to inverters

The launch of 5 new product lines

BOSCH Heat Pumps

Postponement of orders to Q1-Q2 2024

* Net of solar energy operations with Rav Bariach, which were merged into Rav Bariach. (See Note 4B to the interim consolidated financial statements.)



Carrefour

Electrical retail

Electrical consumer products

Retail food

Sports and leisure

Real-estate

Status Picture - 5 Months After Launch

+47%

increased sales in stores that were converted during the quarter

+71%

Growth in October sales

NIS 39k

sales per metre in Carrefour stores, on average as of the launch date

1,500

Carrefour products on shelves

+45%

average market share in Carrefour product categories

+21%

increase in same store sales during the quarter - highest in the industry according to StoreNext

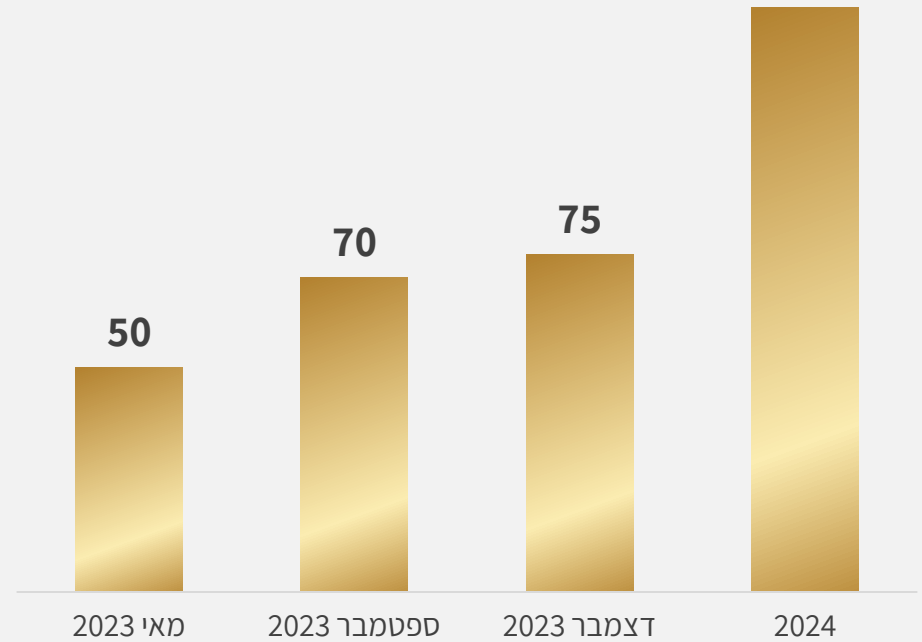
108k

holders of the club credit card prior to launch

+5%

Increase in gross profit compared to the previous quarter

Number of converted stores including new stores



Return to positive EBITDA and additional expected increases during Q4

The Company is working to strengthen the Company's equity

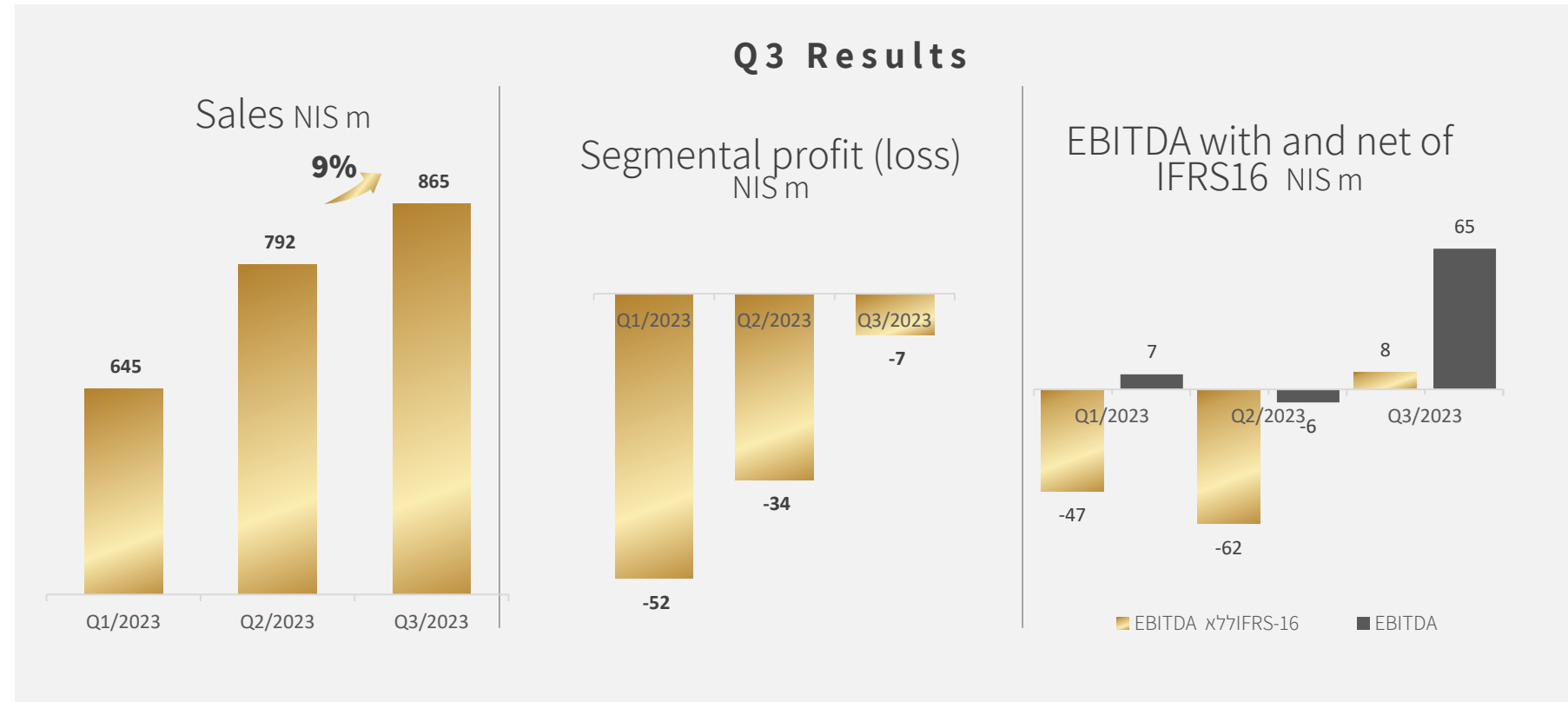
Electrical retail

Electrical consumer products

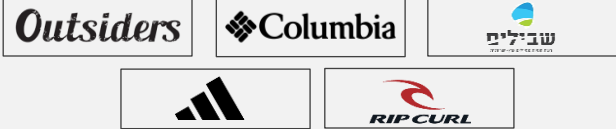
Retail food

Sports and leisure

Real-estate



Growth in sales alongside investment in new operations: Adidas and-CURL RIP



Electrical retail

Electrical consumer products

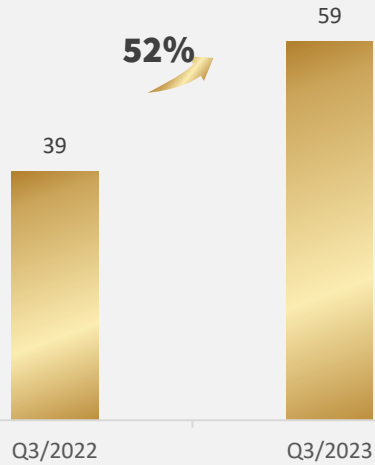
Retail food

Sports and leisure

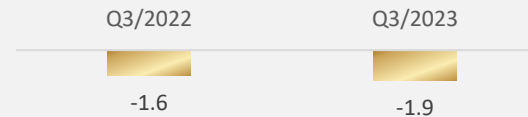
Real-estate

Q3 Results

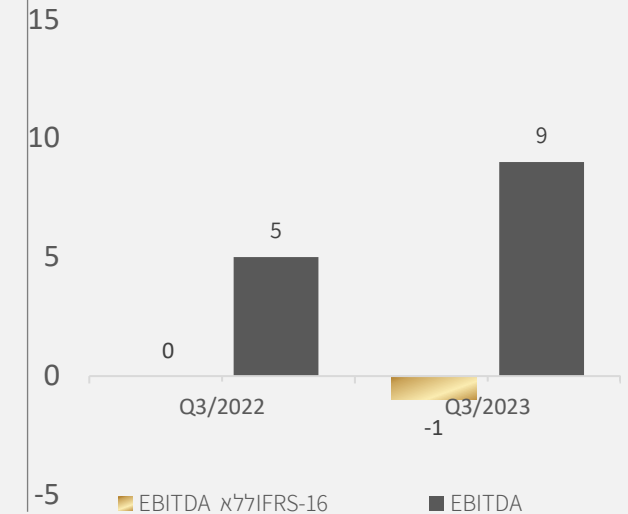
Sales NIS m



Segmental profit (loss) NIS m



EBITDA with and net of IFRS16 NIS m



+24%

Adidas same store sales during the quarter (pro forma sales)

+32%

growth in wholesale operations during the quarter

+54%

growth in October sales

Sa'ar operations (Columbia, Outsider, and Shvilim)

Assets that can be exercised for a total sum exceeding half a billion shekels

Electrical retail

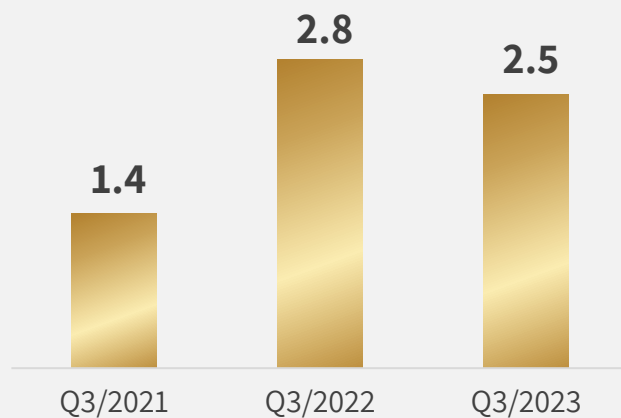
Electrical consumer products

Retail food

Sports and leisure

Real-estate

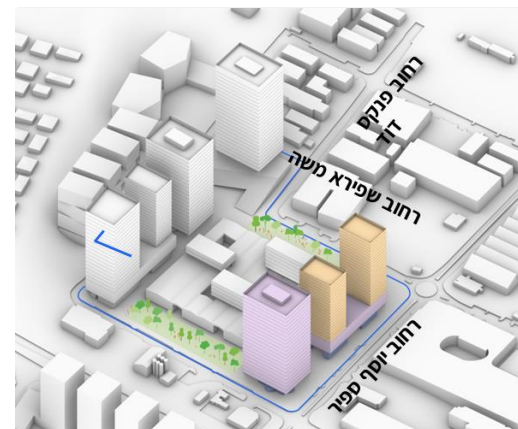
Development of segmental income - NIS M



Store in Kiryat Ono



32 dunam lot in Ashkelon



64 dunam unit of land in Rishon Letzion



Commercial centre in Ashdod (option to purchase)



ELECTRA **CF**
**Thank
you!**