ELECTRA

Consumer products

Growth in sales and a surge in net operating profit

Investor Presentation | Q2-2025

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This presentation includes information that constitutes forward-looking information as defined in the Securities Law, 5728–1968 (the "Securities Law"), including, without limitation, information regarding the completion of real estate transactions and a review of advancing the disposal of the asset and reducing the Company's debt (Slides 3, 5, 14, and 15), as well as management's assessments in connection with the financial data for July 2025, which are not data that have been reviewed and/or audited by the Company's independent auditor (Slide 11).

Such information includes, *inter alia*, forecasts, including forecasts relating to closing deals; 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 looking-information, by its very nature, is subject to the risk that it will not come to pass and, as noted, is uncertain. The materialization of forward-looking information is likely to be affected by risk factors that characterise the Company's operations (which are described in the Company's 2024 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 reiterate that the Company's actual future results and achievements may materially differ from those presented as forward-looking information in this presentation.

The Electra Group has demonstrated growth and improvement in every metric despite the war's challenges

Sales of
NIS 1.8 billion
3.4% growth

Operating profit of
NIS 93 million
53% growth

Net income to majority shareholders of
NIS 30 million
compared to NIS 0.1 M last year

Opening of
9 new stores
4 Carrefour
3 electrical retail
2 sports and leisure

Strategic Transaction

The Company purchased Reality Fund's share in the land in Rishon Lezion. In doing so, the Company will complete a series of parcels, a step that will maximize the realization of the return on the Company's real estate.*

ELECTRA CP

The completion of the transaction constitutes forward-looking information as defined in the Securities Law, as stated in Slide 2.

All data compared to previous year's Q2

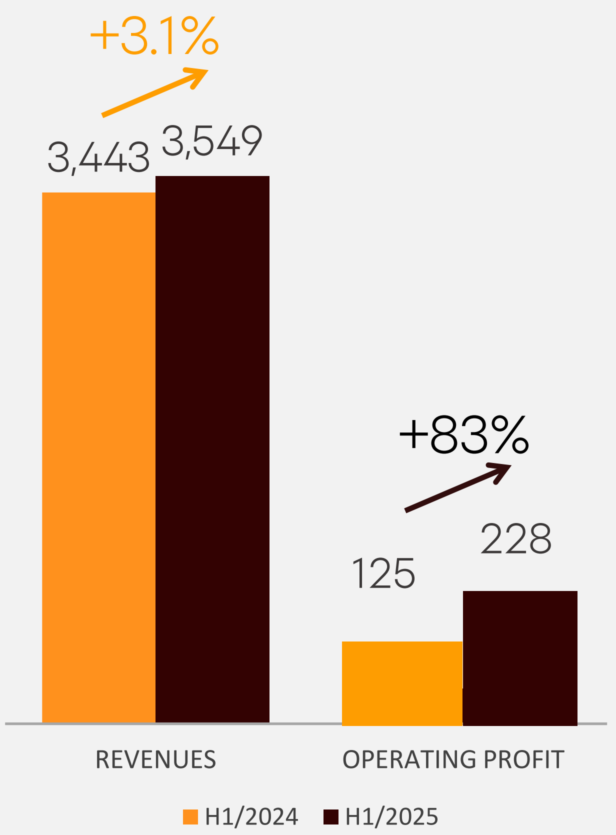
Growth in sales and a leap in net operating profit

ELECTRA CF

Consolidated	H1/2024	H1/2025
EBITDA	**305**	**348**
% of revenues	8.9%	9.8%
EBITDA net of IFRS 16	**131**	**161**
% of revenues	3.8%	4.5%

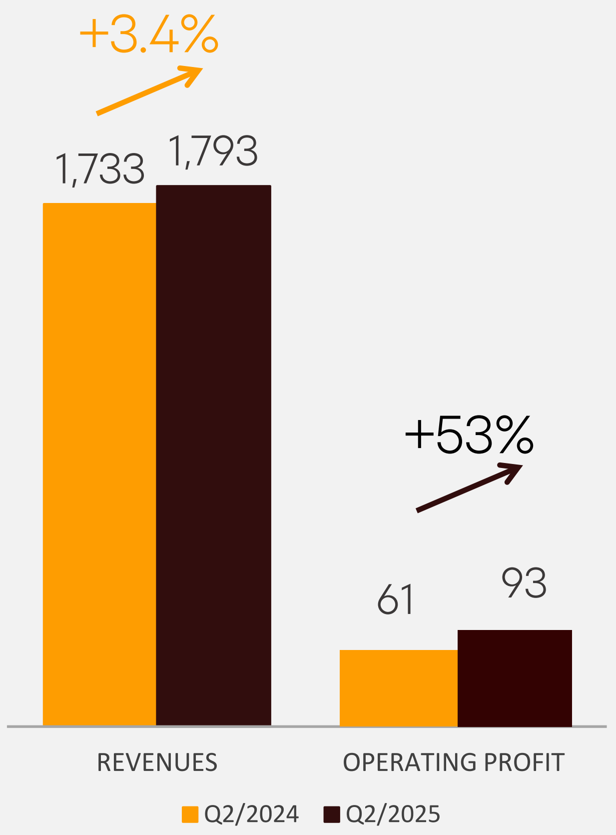
Consolidated	Q2/2024	Q2/2025
EBITDA	**147**	**158**
% of revenues	8.5%	8.8%
EBITDA net of IFRS 16	**59**	**63**
% of revenues	3.4%	3.5%

H1 results (NIS M)



Net income to majority shareholders of NIS 51 M, compared to NIS 19 M the previous year.

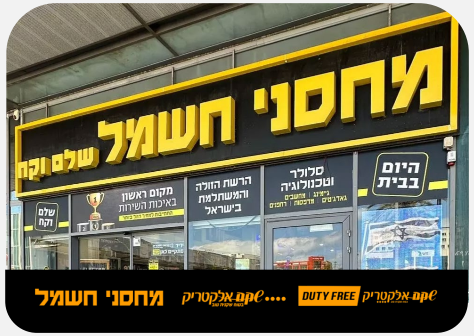
Q2 results (NIS M)



Net income attributable to shareholders of the parent was approximately NIS 30 million, compared with NIS 0.1 million in the previous year.

Q2 2025 – Summary of segmental achievements

Electrical retail segment



Continuous growth in sales and in segmental income and net income

Sales growth of approximately 4.7%.

Gross profit of NIS 147 M. Growth of approximately 5.1%.

Expansion of direct import activity of Samsung and Hisense screens.

Opening of 3 new stores: Be'er Ya'akov, Ofakim, and Red Eilat.

Retail food segment

Constant growth in sales and net segment profit

Approximately 3.4% growth in sales.

Same store sales growth of approximately 4.9%.

An increase in the segmental profit margin to 5.1% from 3.8%.

Positive EBITDA excluding IFRS 16 of approximately NIS 35 million.

Net income of Carrefour* of approximately NIS 5 million.

Opening of 4 new stores: Tamra, Yavne, Beit Shemesh, Beer Sheba.

Sports and leisure segment

Colombia and Adidas similar store growth by approximately 5.1%***

Following the impact of the war: Decrease of approximately 3.4% in quarterly sales.
Decrease in same-store sales of approximately 8.3%.

Opening of 2 new stores: Shvilim-Shefar'am, Adidas-Taybeh.

Electrical consumer products

Sales growth of approximately 1.3%

An increase of approximately 7.6% in sales in the climate systems segment.

Sales growth of approximately 35%.
Air conditioning systems (VRF).

Investment property segment

Unique land of about 62 dunams

Investment property with a value of approximately NIS 490 million is in the process of enhancement.**

The Company owns a unique land unit of approximately 62 dunams in central Israel with diverse zoning possibilities.**

Full ownership will allow flexibility in realizing potential.

In Q2, a revaluation of the land in the amount of approximately NIS 35 million was recorded.

All data compared to previous year's Q2

*According to Global Retail's solo data ** A value of approximately NIS 490 million and 62 dunams reflects full ownership of the real estate upon completion of the transaction.***Excluding 12 days of Operation Rising Lion

Retail food segment

Carrefour

A strong quarter with improvement in all metrics

Expansion of the brand's product range

The Company is working to reduce bank interest rates.

43M
Segmental income grew by approximately 40%.

35M
EBITDA excluding IFRS 16 grew approximately 65%.

Growth of approximately **4.9%** in same stores

Positive net earnings*
4 consecutive quarters

Opened **4** new stores
Tamra, Yavne, Beit Shemesh, Beer Sheba

Total stores
146

*According to Global Retail's solo data

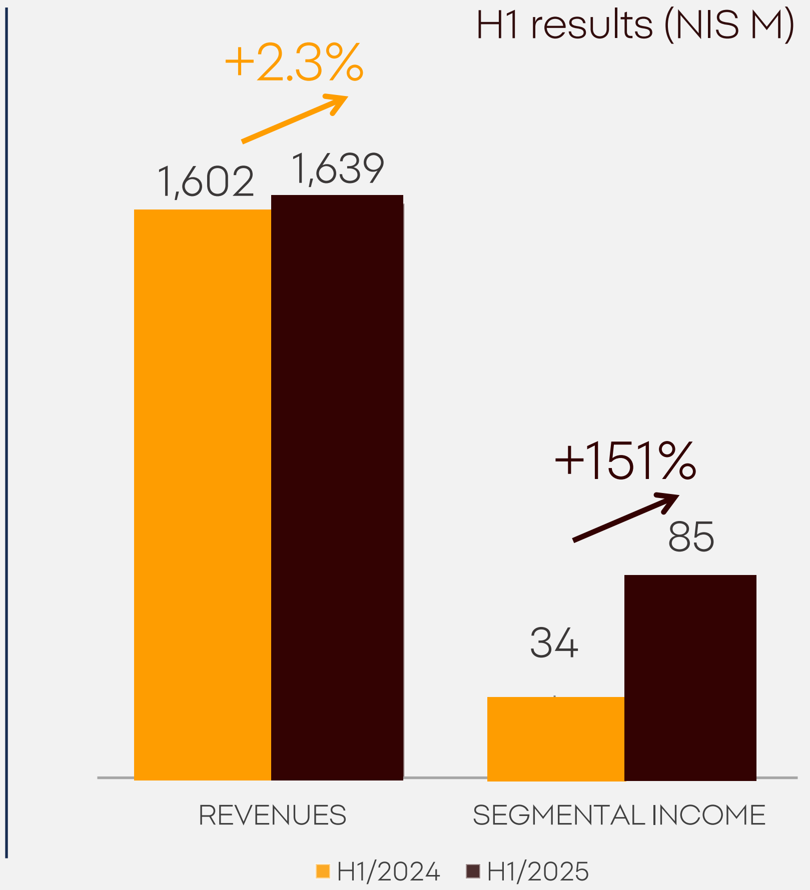
**All data compared to previous year's Q2

A 40% surge in segmental income in Q2 and a significant improvement across all parameters.

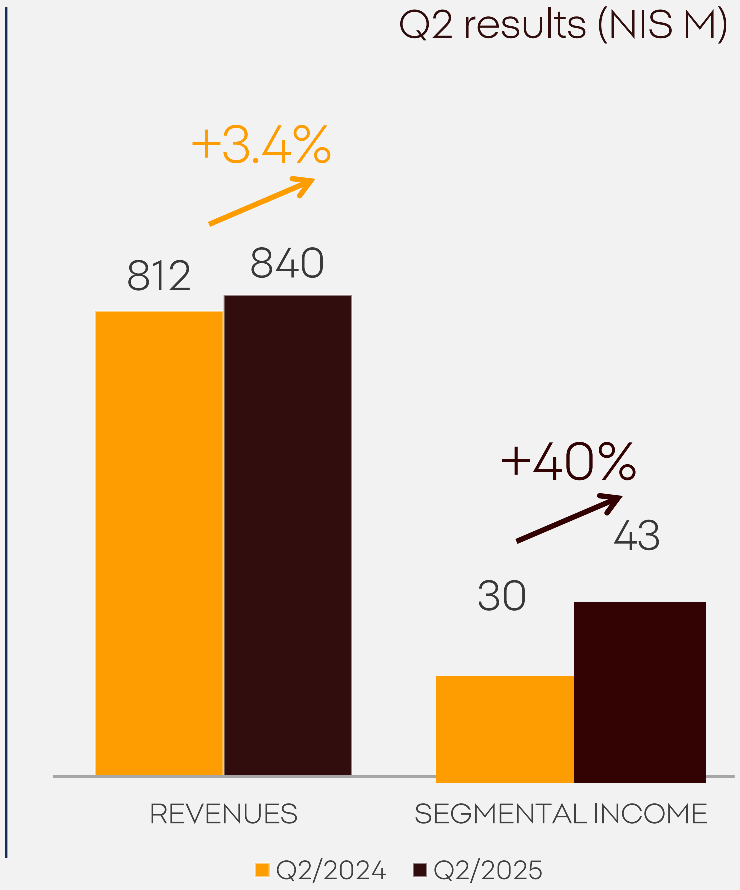
Carrefour

	H1/2024	H1/2025
EBITDA	**146**	**190**
% of revenues	9.1%	11.6%
EBITDA net of IFRS 16	**27**	**66**
% of revenues	1.7%	4.0%

	Q2/2024	Q2/2025
EBITDA	**81**	**97**
% of revenues	10.0%	11.6%
EBITDA net of IFRS 16	**21**	**35**
% of revenues	2.6%	4.2%



Carrefour* reported net income of approximately NIS 10 million, compared with a loss of approximately NIS 50 million in the previous year.



Carrefour* reported net income of approximately NIS 5 million, compared with a loss of approximately NIS 16.7 million in the previous year.

*According to Global Retail's solo data

Electrical retail segment

מחסני חשמל

DUTY FREE

Expanded import activity of additional brands (Samsung, Hisense)

Approximately **4.7%** growth in sales

Approximately **3.6%** segmental profit margin compared with 4.7% in the previous year, a decrease due to the opening of new stores and the impact of the war.

Approximately **6.3%** growth in online sales

Approximately **27%** growth in Electra brand sales

Store openings

4 in Q1

Gedera
Or Akiva
Migdal HaEmek
Ramle

3 in Q2

Be'er Ya'akov
Ofakim
and Red Eilat.

All data compared to previous year's Q2

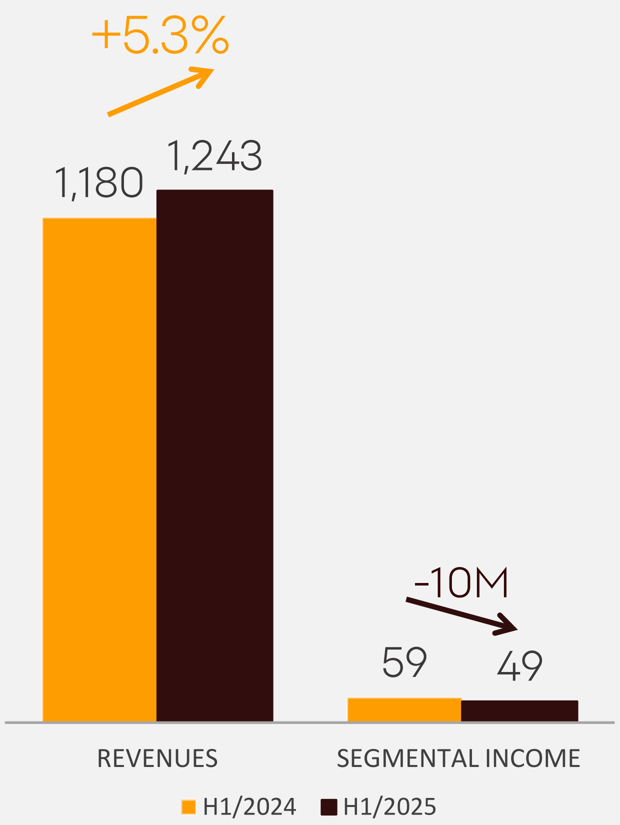
Growth in revenue in the quarter and in the six-month period

Decrease in segmental income due to the opening of new stores and the effects of the war.

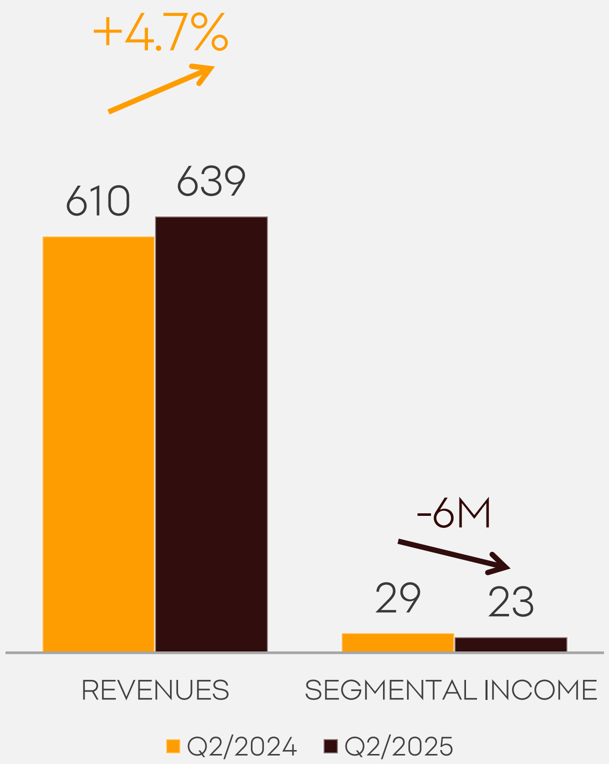
	H1/2024	H1/2025
EBITDA	**84**	**80**
% of revenues	7.1%	6.5%
EBITDA net of IFRS 16	**62**	**54**
% of revenues	5.3%	4.3%

	Q2/2024	Q2/2025
EBITDA	**42**	**39**
% of revenues	6.8%	6.1%
EBITDA net of IFRS 16	**31**	**25**
% of revenues	5.0%	4.0%

H1 results (NIS M)



Q2 results (NIS M)



Sports and leisure segment

RIP CURL · adidas · Columbia · Outsiders · שבילים

Same-store sales growth of approximately **5.1%***

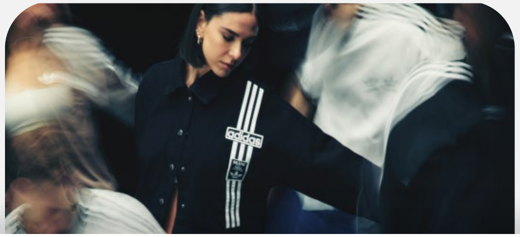
RIP CURL	Outsiders	שבילים	Columbia	adidas
6 stores	13 stores	18 stores	25 stores	38 stores

A decrease of 8.3% in Q2 same-store sales.

The segment's results were mainly affected by Operation Rising Lion and the closing of stores for 12 days.

All data compared to previous year's Q2

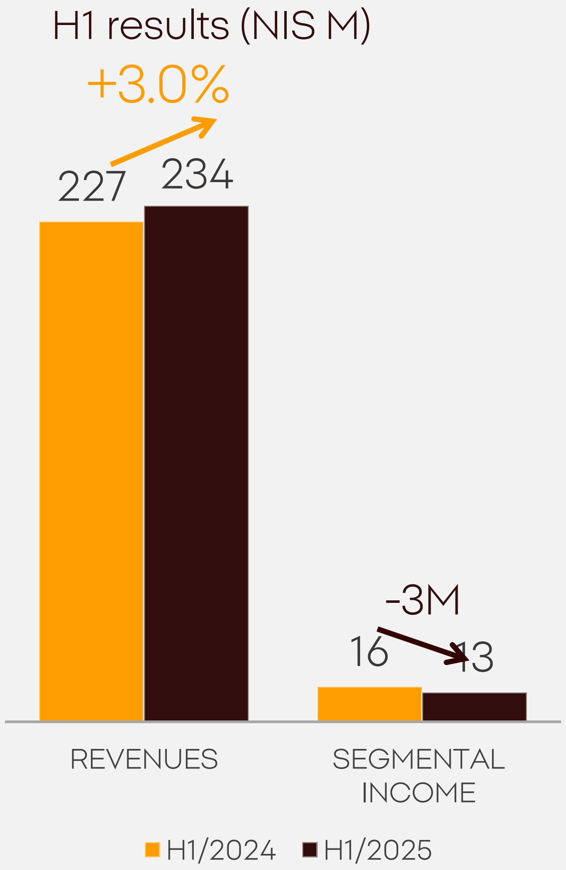
*Excluding 12 days of Operation Rising Lion

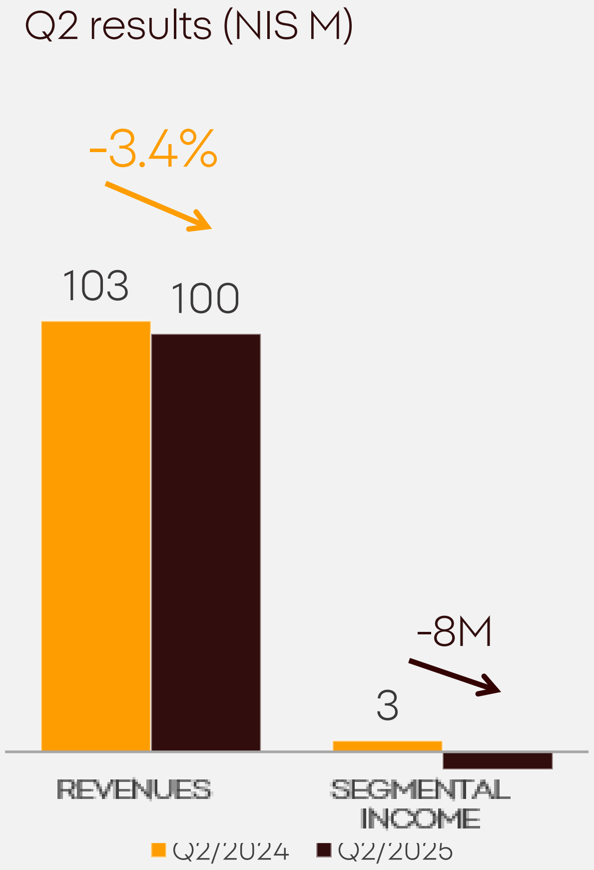


Consolidated	H1/2024	H1/2025
EBITDA	**45**	**45**
% of revenues	20.0%	19.2%
EBITDA net of IFRS 16	**16**	**13**
% of revenues	6.9%	5.5%

Consolidated	Q2/2024	Q2/2025
EBITDA	**17**	**13**
% of revenues	16.9%	12.6%
EBITDA net of IFRS 16	**2**	**-4**
% of revenues	2.2%	-3.8%

Growth in April-May alongside a decline in June, with a return to growth in July*





* July 2025 data are unaudited

Electrical consumer products segment

Miele | Midea | ELECTRA | TCL | DAIKIN | Sauter

Improved earnings

Decreased expenses

Targeted segmental marketing

+1.3% growth in segmental sales

+7.6% increase in revenues from climate systems

3.5% segmental profit, an improvement of 0.3% of total sales compared to Q2 last year

+35% Growth in sales of air conditioning systems (VRF)

TCL obtained the franchise to sell large appliances in the electrical appliances market in Israel.

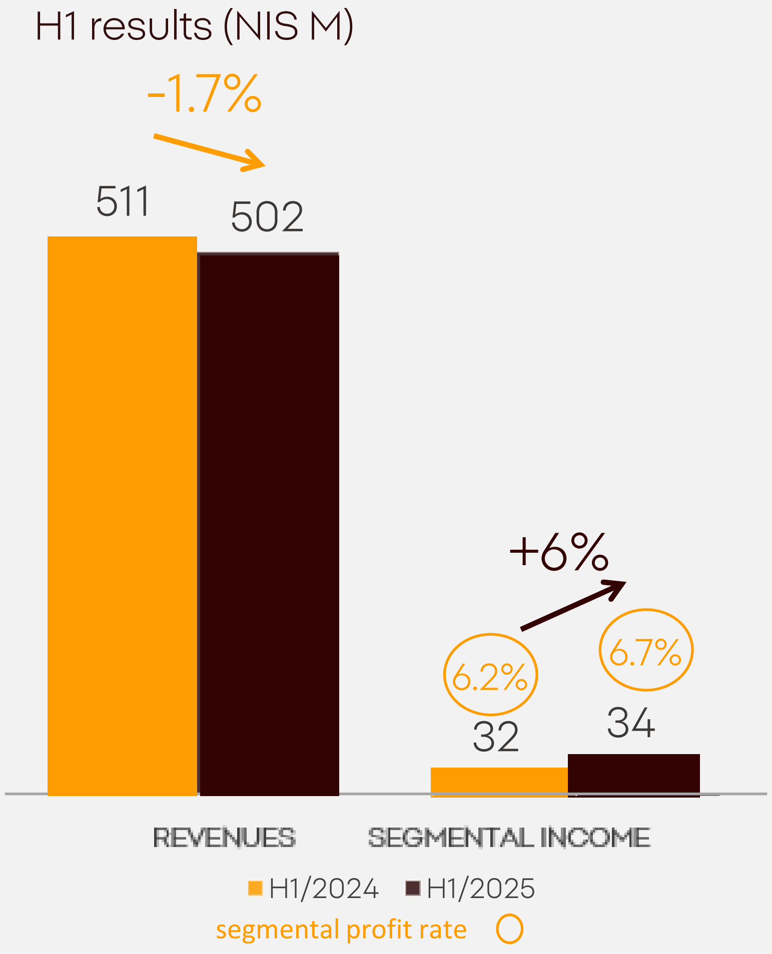
All data compared to previous year's Q2

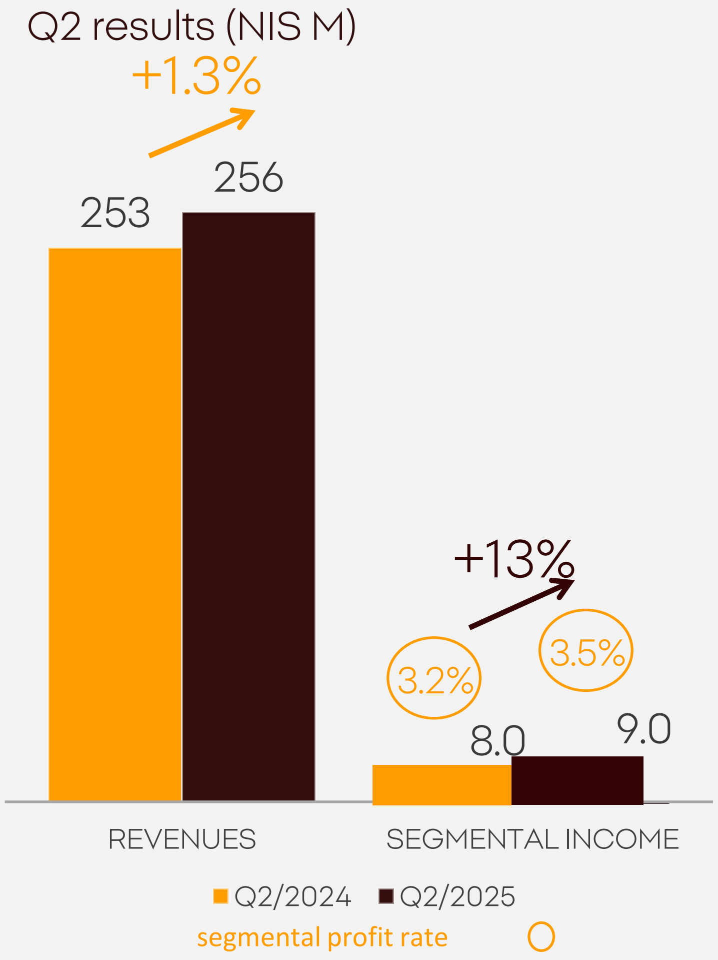
Growth in revenue and in segmental income in Q2

Miele Sauter ELECTRA DAIKIN

	H1/2024	H1/2025
EBITDA	**44**	**46**
% of revenues	8.6%	9.1%
EBITDA net of IFRS 16	**41**	**42**
% of revenues	8.1%	8.4%

	Q2/2024	Q2/2025
EBITDA	**15**	**15**
% of revenues	5.8%	5.9%
EBITDA net of IFRS 16	**14**	**13**
% of revenues	5.4%	5.2%





Real estate properties

The value of the real estate properties is NIS 490 million* and owner-occupied real estate at a cost of NIS 160 million.

Lots in Rishon LeZion - 62 dunams*

32 dunam lot in Ashkelon

Store in Ashdod

*A value of approximately NIS 490 million and 62 dunams reflects full ownership of the real estate upon completion of the transaction.

Investment property segment

A strategic transaction and the evaluation of advancing the disposal of the property and reducing the Company's debt

Rishon LeZion real estate transaction -
Full ownership of the real estate in Rishon LeZion for total consideration of NIS 100 million.

Administrative flexibility -
Upon completion of the transaction, the Company will have sole discretion over the manner and timing of the disposal of the land in a way that will maximize the return.

The Company has indications that there is higher value in the consolidation of the parcels.

The Company is taking steps to enhance the property's value.

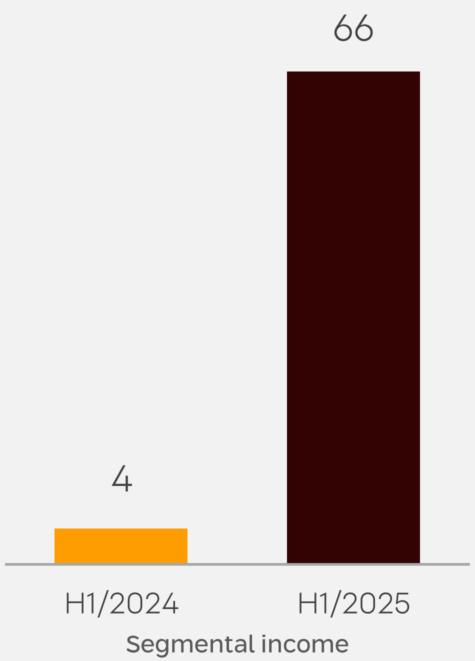
Upon completion of the transaction -
The consolidation creates a unique
62-dunam land unit wholly owned by the Company
The Company will advance the enhancement of the land unit in order to maximize its potential.

* The completion of the transaction constitutes forward-looking information as defined in the Securities Law, as stated in Slide 2.

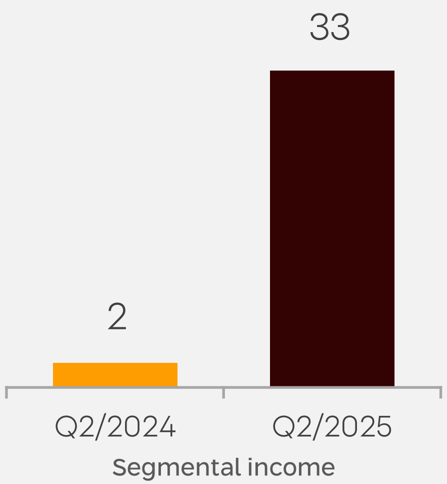
- As of 30 June 2025, the real estate transaction had not yet been completed.
- 62 dunams reflects full ownership of the real estate upon completion of the transaction.

Trend in segmental income

H1 results (NIS M)



Q2 results (NIS M)



In H1, a revaluation of the land in the amount of approximately NIS 65 million was recorded, along with approximately NIS 5 million in additional expenses, resulting in a net amount of approximately NIS 60 million.

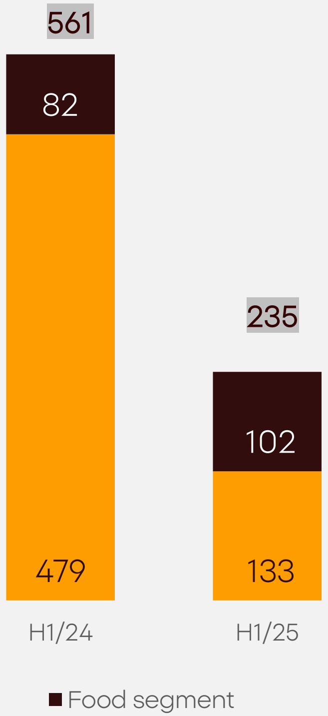
In Q2, a revaluation of the land in the amount of approximately NIS 35 million was recorded, along with approximately NIS 5 million in additional expenses, resulting in a net amount of approximately NIS 30 million.

Financial Stability

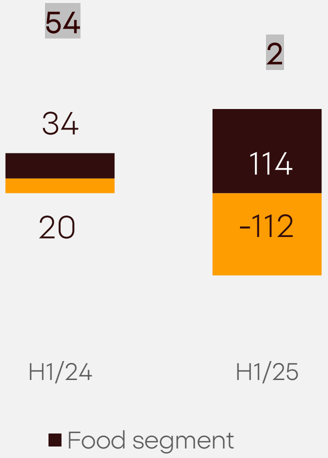
- Growth in imports in the electrical retail segment and stocking of air conditioners for the summer season.
- Early repayment of bank loans in the sum of NIS 249 M.

Debt to EBITDA ratio net of IFRS 16, including food segment		Debt to EBITDA ratio net of IFRS 16, ECP without food segment	
06/2024	06/2025	06/2024	06/2025
4.19	3.23	3.40	3.40

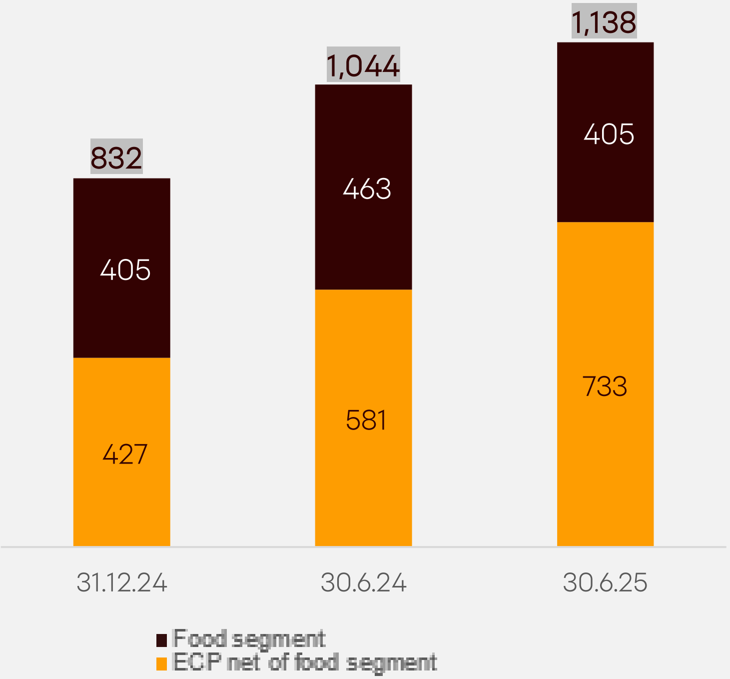
Cash and deposit balances (NIS M)

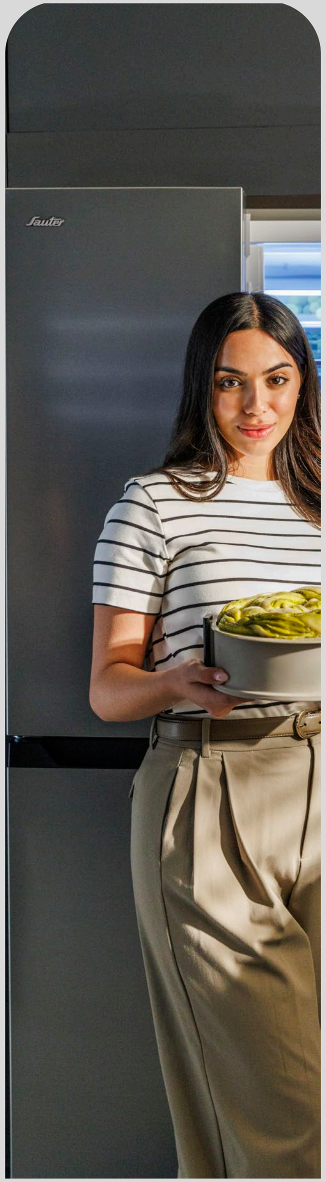


Cash flows from current operations (NIS M) including IFRS 16



Net financial debt excluding IFRS 16 (NIS million)





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Thank you!