



CONVENIENCE TRANSLATION

The Hebrew version is the binding version

September 13th, 2017

Obela Expands into Europe – Launch of German Operations

International Dips and Spreads Company jointly held by Strauss Group and Pepsico currently operates in the US, Canada, Mexico, Australia and New Zealand, enters the European Market

Obela, part of the global international Dips and Spreads company, a Joint Venture held by Pepsico and Strauss Group, will start selling Hummus products in Germany. Obela will initially sell five Hummus products which include Classic Hummus, Hummus with sun-dried Tomatoes, Hummus with roasted pine nuts, Hummus with Garlic and Mediterranean Hummus all in packs of 175 grams.

The sales in Germany follow the successful acquisition of Florentine, a Netherlands based company in June 2017 and the establishment of a dedicated production line for Obela at the Florentine premises.

Shali Shalit, CEO of Sabra (responsible for the international operations under the Obela brand name): "We are excited to continue our global journey and translate our love for Hummus as a tasty, healthy and connecting product, into additional countries. Our experience coupled with our uncompromising use of the highest quality raw materials and production processes, have turned Sabra and Obela's Hummus products into global leaders and the Dips and Spreads JV of Pepsico and Strauss to the most meaningful global company in the space.

Gadi Lesin, CEO of Strauss Group said: "The launch of Obela in Western Europe is a significant milestone for Strauss Group, as part of the group's global journey overall and the Dips and Spreads business specifically. Over the past decade Sabra has become the largest producer of Hummus in the world and the unique partnership with Pepsico creates real value to millions of consumers globally. We are confident that even in countries already familiar with Hummus, Obela's products will gain traction with local consumers and will thus enable us to continue with our global expansion."

About Sabra Dipping Company

Sabra Dipping Company is a U.S./Canadian joint venture between PepsiCo and Strauss Group.



Sabra Dipping Company is the leader in the Fresh Dips category and producer of America's top-selling hummus. Sabra's award-winning products offer consumers fresh new ways of eating and connecting and include more than a dozen flavors of hummus and a wide range of refrigerated dips including salsa, guacamole and tzatziki. Sabra's range of offerings includes items that are non-GMO, vegetarian, organic, gluten-free, kosher and vegan and can be found nationwide in club stores, supermarkets, specialty retailers and through food service. Sabra operates a gold LEED certified factory in Virginia. Find Sabra at www.sabra.com, www.youtube.com/sabra, www.facebook.com/sabra, www.instagram.com/sabra, www.twitter.com/sabra and www.pinterest.com/sabradips.

Obela is a leading global brand for fresh dips and spreads with hummus at the core. It was created to introduce a variety of kitchen fresh and wholesome dips and spreads to consumers all over the globe and to inspire a new way of eating and connecting. Established 2012 in Mexico and Australia (2013) Obela quickly became the leading hummus brand, preferred by consumers. Obela is currently being sold in Mexico and Australia and New Zealand (April 2017). The Obela Western Europe Headquarter is located in Mijdrecht (South of Amsterdam). The brand belongs to PepsiCo-Strauss Fresh Dips & Spreads International GmbH.

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