



CONVENIENCE TRANSLATION

The Hebrew version is the binding version

Strauss Group Announces it will Issue shares on the Capital Markets for the First Time

Following the company's reports regarding the purchase of TPG's shares by Strauss Coffee, Strauss Group announced a raising equity by issuing shares in the amount of NIS c200 million from institutional investors. Additionally the company is considering raising additional capital from the public; however, the structure, timing, scope and conditions of this additional raising are yet to be determined and there is no guarantee of it being realized.

Shahar Florence, Strauss Group CFO said: "As part of the strengthening of Strauss Group's balance sheet we are issuing shares via a private placement to institutional investors. Additionally we are considering a public offering subsequently. We believe we are maintaining the company's financial strength and its ability to continue growing both locally and globally".

Ofra Strauss, Chairperson of the Board of Strauss Group said: "As an Israeli based Global Food and Beverage Company, we believe that recent developments further strengthen Strauss Group's ability to continue future steady growth in its core business categories in both the local and global markets in which it operates which will benefit all shareholders. We would like to thank all our investors for their continued trust in Strauss Group".

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