



<p style="text-align: center;">CONVENIENCE TRANSLATION The Hebrew version is the binding version</p>
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Sabra – One time impact on company profits

Further to Immediate Reports dated 19 November 2016 and 22 November 2016, Strauss Group Ltd. (the "Company") reports that its subsidiary, Sabra Dipping Company (50%) ("Sabra"), has regained product sales to pre-recall levels. The recall and regaining of pre-recall sales level will have a one-time impact of an additional US \$5 million before tax on the Company profit.

Sabra gross sales in the second quarter to date have stabilized at higher levels compared to the first quarter (neutralizing the one-time effect of the recall). Market share is also stabilizing at a similar level as before the recall. Gross profit is beginning to show improvement in the second quarter compared to the first quarter mainly due to plant efficiencies and package mix.

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