



CONVENIENCE TRANSLATION

The Hebrew version is the binding version

May 24, 2017

Strauss-Group to Sell Max Brenner Chocolate Bars Business

The company announces that yesterday it signed on the sale of the Max Brenner Chocolate Bars Business to the Israeli franchise operator of Max Brenner Chocolate Bars. The sale was done as part of the company's strategic decision to focus on its core businesses.

The buyer will pay Strauss Group a total of NIS 18 million; this sum includes the lease of the Max Brenner manufacturing plant in Bet Shemesh, Israel, for the duration of 5 years.

For further details on the operations of Max Brenner and for key financial data regarding these operations please refer to the Description of the corporation's business and the Board of directors report to the shareholders in the company's annual report of 2016 as published on March 28th, 2017 (ref no 2017-01-025621) and as published on the company's website.

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