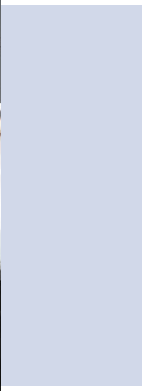




ELECTRA CONSUMER PRODUCTS

One of Israel's leading
consumer products groups





Legal Disclaimer and Forward-Looking Information

This presentation does not constitute an offer of securities of Electra Consumer Products (1970) Ltd. (the "Company") to the public and should not be construed as an offer of securities to the public.

This presentation is a general marketing presentation by the Company. The information contained in this presentation and any other information provided during the course of this presentation (the "Information") is not intended to be relied upon in making investment decisions and is not a recommendation or opinion of an investment or tax advisor or a substitute for the judgment of a prospective investor. The Information contained in this presentation is a summary only and as such may differ from the presentation in the Company's reports but may be derived from the data contained in such reports.

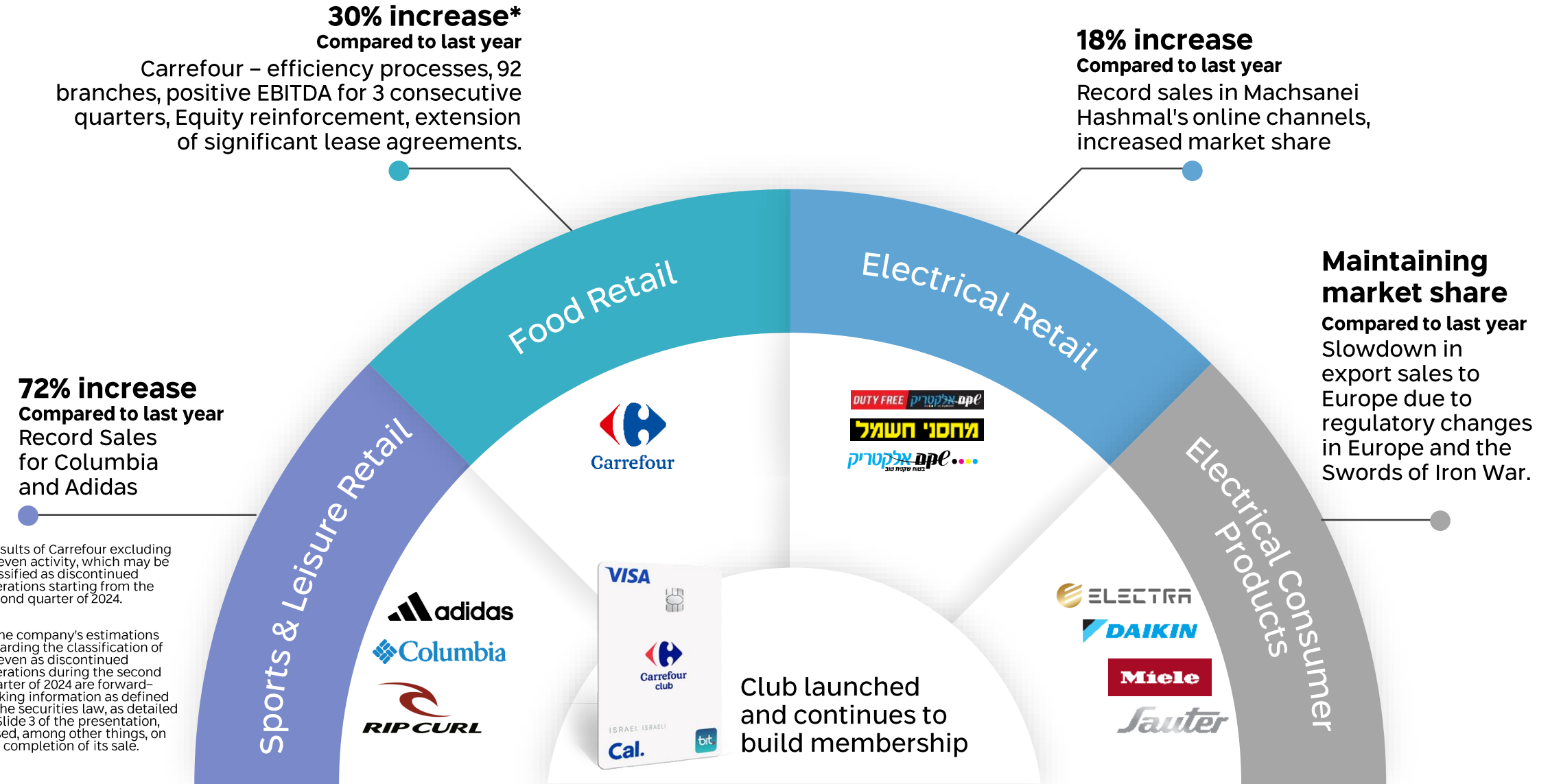
Investing in securities generally, and in the Company's securities in particular, involves risk. Note that past performance is not indicative of future results. The purchase of the Company's securities requires a thorough review of the information contained in the Company's reports and an analysis of legal, accounting, economic and tax factors.

This presentation is likely to contain additional data not included in the Company's publicly released reports and/or information presented differently than in the Company's publicly released reports.

This presentation has been prepared for summary and convenience purposes only and is not intended to be a substitute for a review of the reports that the Company has made public. For comprehensive and complete information about the Company's condition, business and financial results, and to obtain a full understanding of the Company's business and the risks it faces, you are encouraged to review the Company's quarterly reports, periodic reports and public statements.

Q1 2024 – Record Data during a Challenging Period in Israel

Increase in Turnover | Increase in Profit | Increase in EBITDA |
Increase in Cash Balances | Reduction in Financial Debt



*Results of Carrefour excluding 7Eleven activity, which may be classified as discontinued operations starting from the second quarter of 2024.

**The company's estimations regarding the classification of 7Eleven as discontinued operations during the second quarter of 2024 are forward-looking information as defined in the securities law, as detailed in Slide 3 of the presentation, based, among other things, on the completion of its sale.



Execution of strategy results in significant growth in store (~30%) and online (~40%) channels

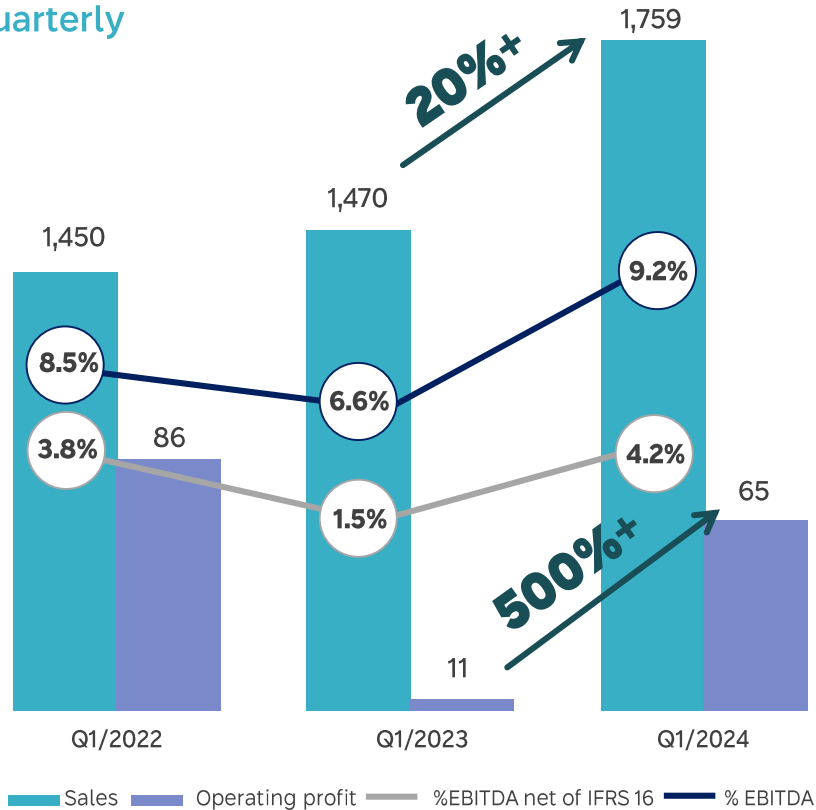


Consolidated results of group operations for Q1 2024

20% increase in revenue and over 500% increase in operating profit

Group operating results in NIS million, including food segment

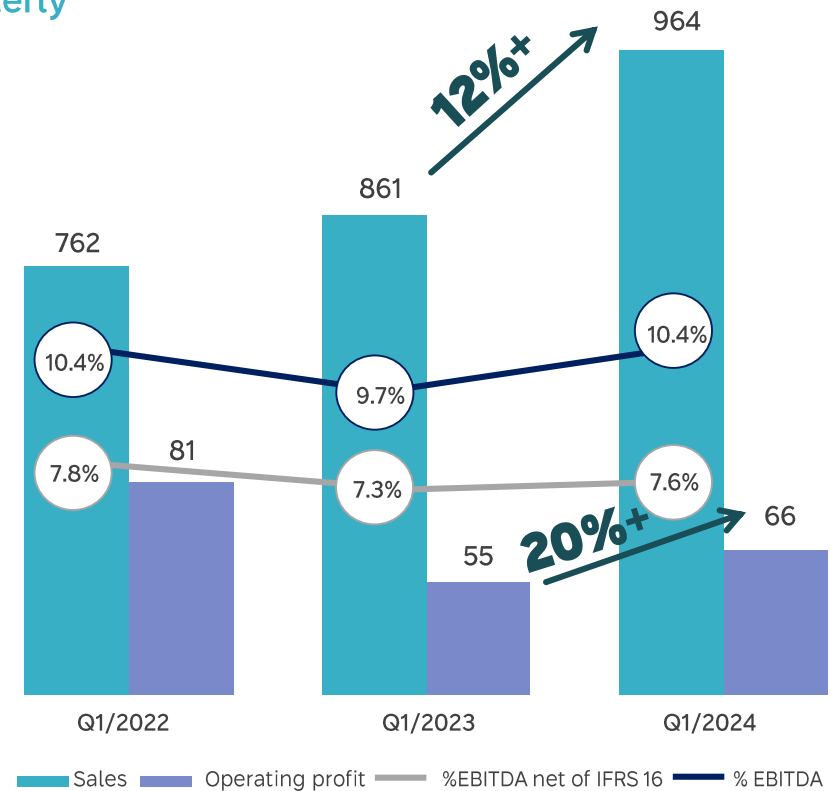
Quarterly



Net profit for majority shareholders: ~NIS 19m, compared to a loss of ~NIS 11M last year.

Group operating results in NIS million, excluding food segment

Quarterly



Net profit for majority shareholders: ~NIS 36M, compared to a loss of ~NIS 24M last year.

ELECTRICAL RETAIL SEGMENT

The two leading chains in Israel with 80 stores nationwide



NIS 300m

Annual online sales growth rate

70%

Increase in online sales

26%

Increase in same store sales excluding the Duty Free

19%

Increase in same store sales including the Duty Free

5.5%

EBITDA net of IFRS 16

5.2%

Segment profit



קבוצת אזריאלי

Opening flagship branch in Azrieli Tel Aviv

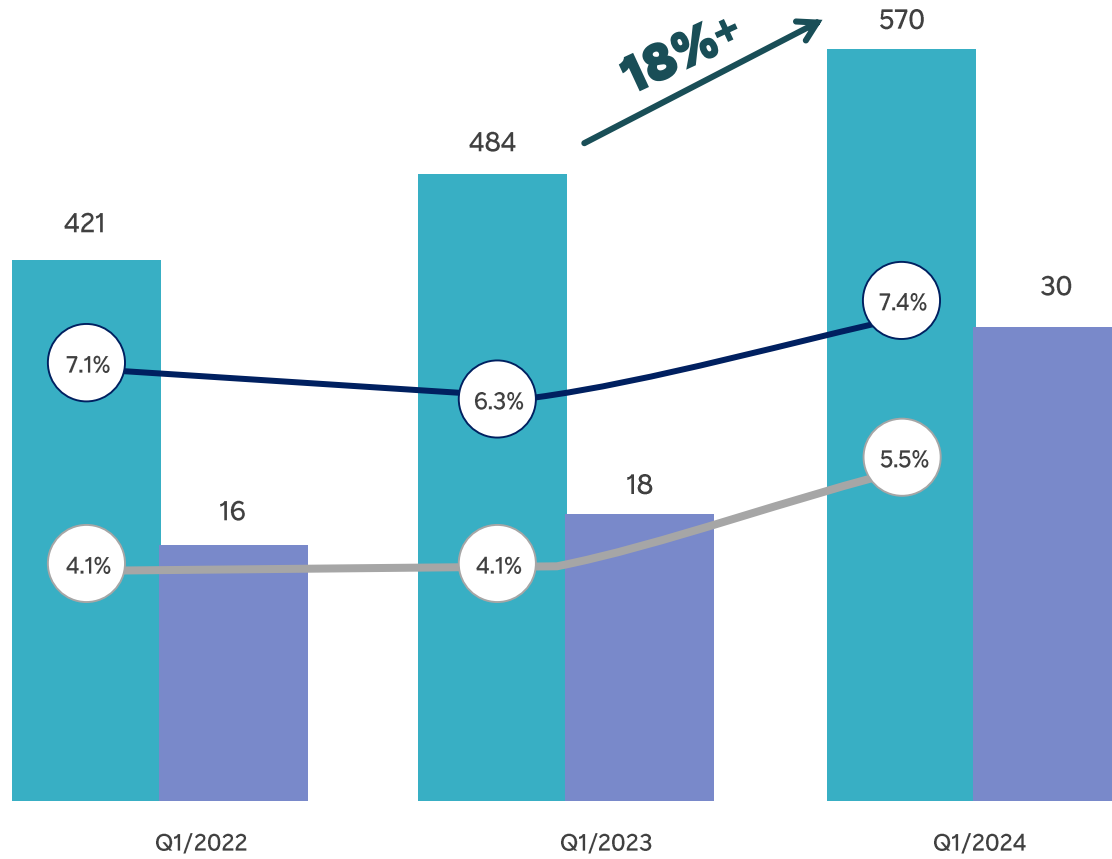




ELECTRICAL RETAIL	ELECTRICAL CONSUMER PRODUCTS	FOOD RETAIL	SPORTS & LEISURE RETAIL	REAL ESTATE
-------------------	------------------------------	-------------	-------------------------	-------------

Q1 Results (NIS million)

Record annual sales of ~NIS 2.3 billion with over 5% segment profit.



■ Sales
 ■ Segment profit before other income (expenses)
 — %EBITDA net of IFRS 16
 — %EBITDA

ELECTRICAL CONSUMER PRODUCTS SEGMENT

Electrical appliances












1,000

Nationwide points of sale

750K

Units sold per year

#1

Sauter leading in the cooking & baking category

12%

Increase in turnover in 1st Third (Jan–Apr)

1%

Decrease in local market in Q1 due to the Passover holiday

Cooling and heating (HVAC) systems






14%*

Decrease in HVAC activity in Q1

+400K

Units sold per year

#1

Leading the market for 75 years

7%

Decrease in local market in Q1

3%

Decrease in local market 1st Third (Jan–Apr)

NIS 200M

Backlog through year-end 2024**

9.6%

Segment profit

11.4%

EBITDA net of IFRS16

*Net of the solar activity

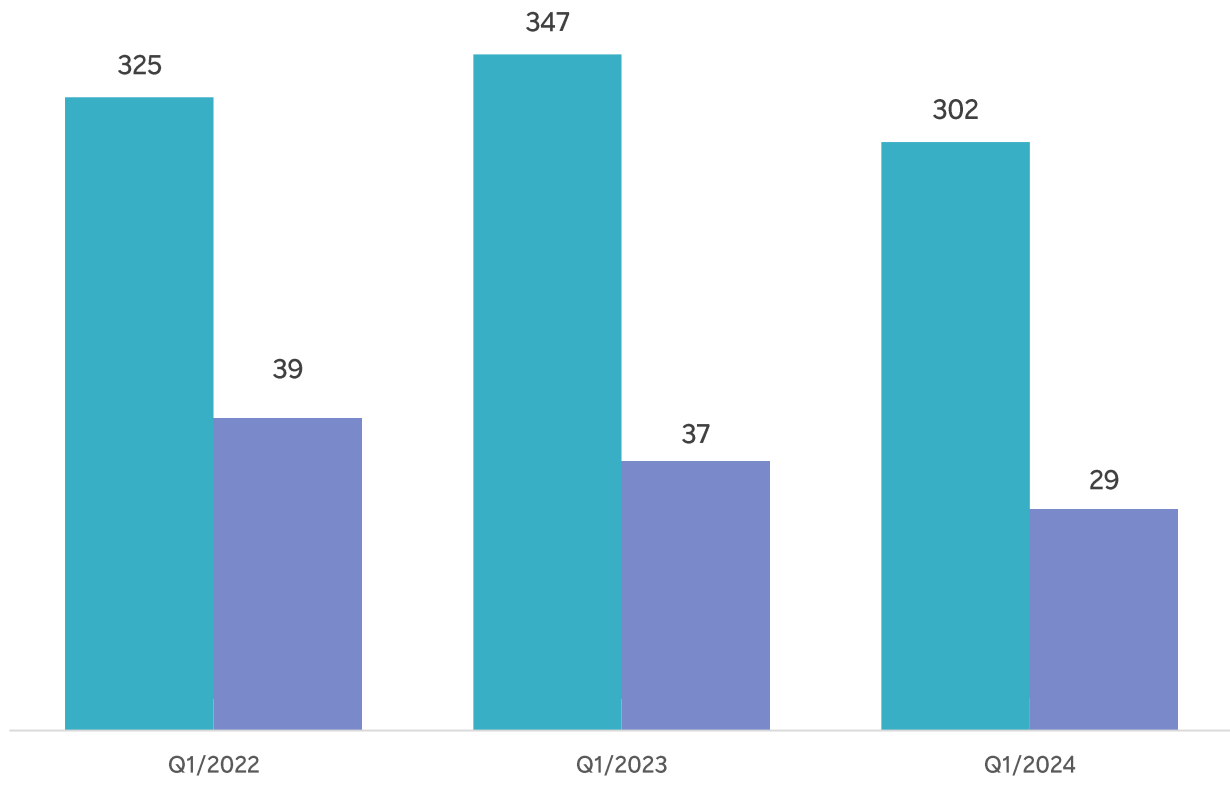
**The company's estimates of order backlog for the year 2024 are forward-looking information within the meaning of securities laws, as described in Slide 3 of the presentation, and are based on orders received by the company and its experience.

***Please note that the data regarding the decline in the local market for HVAC systems and the increase in sales volume for electrical products in April are management estimates and have not been audited or reviewed by the company's auditors.



ELECTRICAL RETAIL	ELECTRICAL CONSUMER PRODUCTS	FOOD RETAIL	SPORTS & LEISURE RETAIL	REAL ESTATE
-------------------	-------------------------------------	-------------	-------------------------	-------------

Q1 Results (NIS million)



■ Sales
 ■ Segment profit before other income (expenses)
 ■ %EBITDA net of IFRS 16
 ■ % EBITDA

CARREFOUR – IMPROVEMENTS ACROSS THE BOARD

NIS 247m

Addition of investor and capital reinforcement

+53%

Rate of change in same stores converted to Carrefour during the quarter

Carrefour city **59**
 Carrefour market **27**
 Carrefour hyper **6**

92

Number of stores converted to Carrefour to date



500

New products to be launched by end of year

+30%

Increase in the number of transactions in stores converted to Carrefour compared to last year

+16%

Increase in average basket in Carrefour stores

NIS 36K+

Average annual sales per square meter in Carrefour stores*



74

Extension of lease agreements with Blue Square Israel, Amot and Bitan

*Sales per square meter – Gross redemption of stores, including online, net sales area sections.

**The company's estimates regarding the expected growth in the volume of Carrefour products in Carrefour stores by the end of the year are forward-looking information within the meaning of securities laws, as detailed in Slide 3 of the presentation, based on, among other things, the company's business and strategic plan.

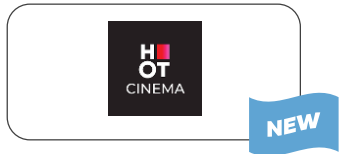
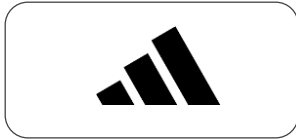


SUCCESSFUL LAUNCH OF CARREFOUR CLUB: THE ONLY CREDIT CARD IN ISRAEL THAT COMBINES FOOD, SPORTS, LEISURE, TRAVEL AND ELECTRICAL APPLIANCES

K130>
Club credit card holders



NIS 320M
Credit portfolio volume



The club will expand its coalition partners, thereby increasing the value proposition for group customers

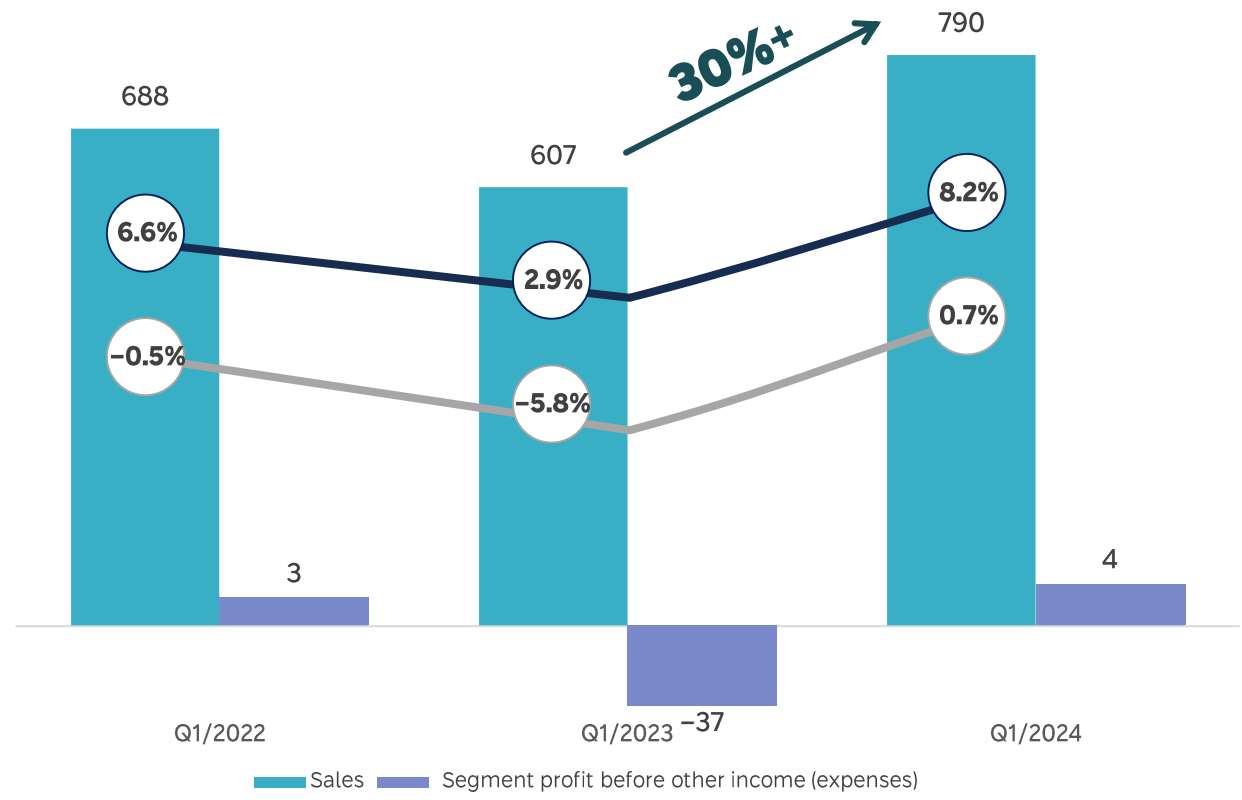
*Company estimates regarding the expansion of coalition partners in Carrefour Club and the enhancement of the value proposition for group customers are forward-looking information as defined in the securities law, as detailed in Slide 3 of the presentation, based, among other things, on the company's business and strategic plan.



ELECTRICAL RETAIL	ELECTRICAL CONSUMER PRODUCTS	FOOD RETAIL	SPORTS & LEISURE RETAIL	REAL ESTATE
-------------------	------------------------------	--------------------	-------------------------	-------------

Q1 Results (NIS million)

Third consecutive quarter of positive EBITDA and growth across the board



*Carrefour results excluding 7Eleven, which may be classified as discontinued operations as of the second quarter of 2024.

*Company estimations associated with the classification of 7Eleven as discontinued operations as of the second quarter of 2024 are forward-looking information as defined in securities law, as detailed in Slide 3 of the presentation, based, among other factors, on the completion of its sale.

SPORTS & LEISURE SEGMENT

The primary distributor of Adidas in Israel, exclusive importer and distributor of the renowned Columbia brand, along with dozens of other sports, outdoor and lifestyle brands



6 stores

+25%

Increase in same store sales – Q1 Adidas



13 stores

+17%

Increase in same store sales – Q1 Saar Group



16 stores

+72%

Increase in sales compared with Q1 2023



24 stores



#1 worldwide distributor per capita



42 stores

101

Nationwide stores at the date of this presentation

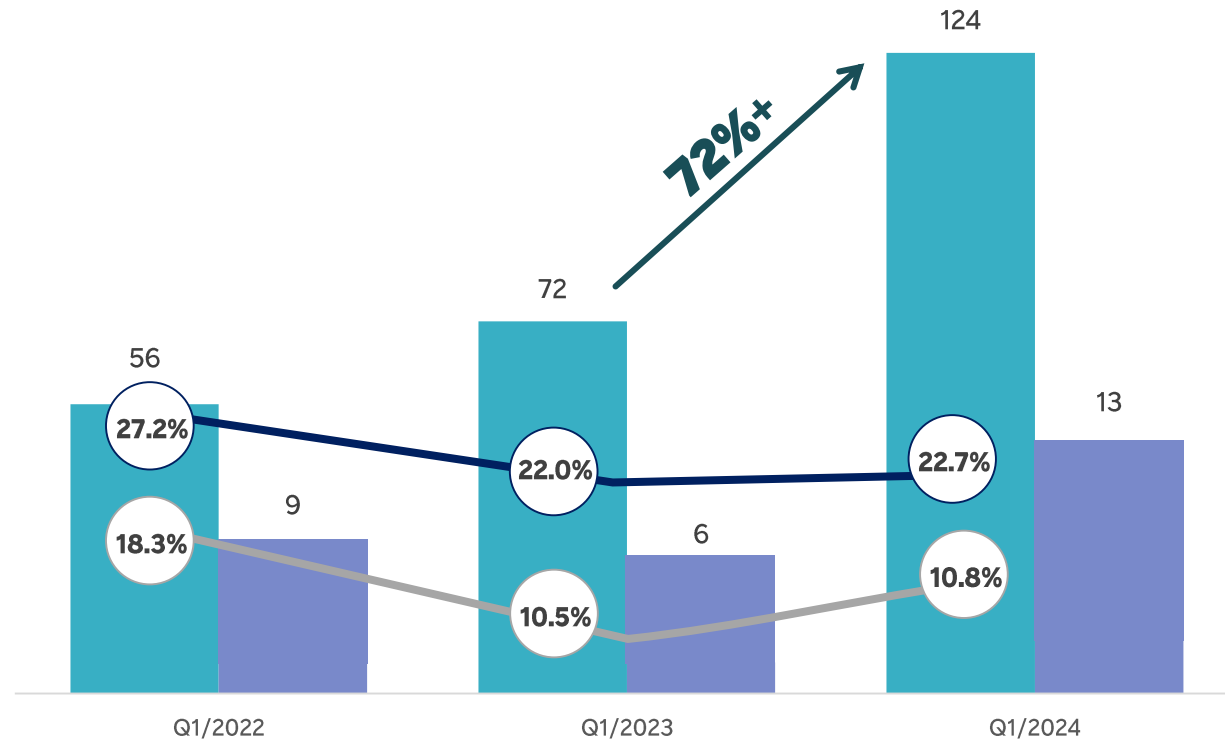




ELECTRICAL RETAIL	ELECTRICAL CONSUMER PRODUCTS	FOOD RETAIL	SPORTS & LEISURE RETAIL	REAL ESTATE
-------------------	------------------------------	-------------	------------------------------------	-------------

Q1 Results (NIS million)

72% growth in sales and 111% increase in segment profit

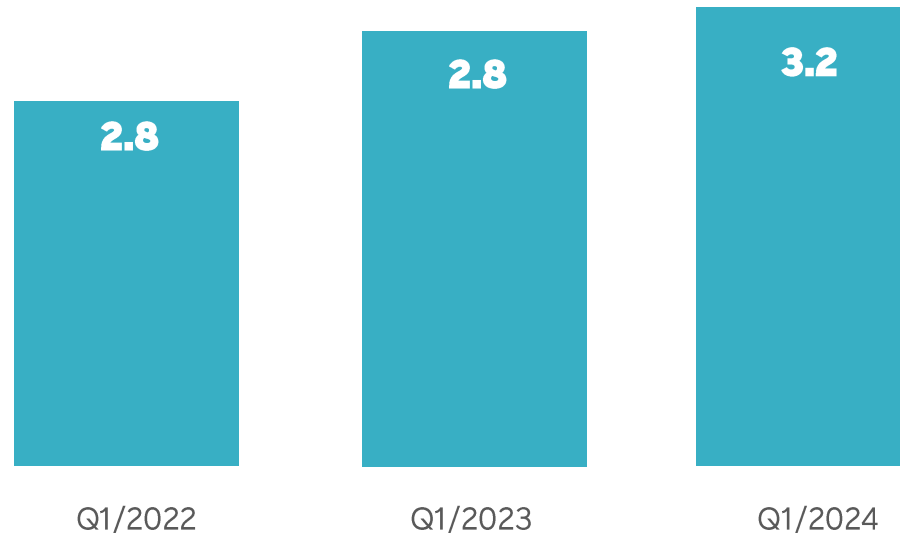


■ Sales
 ■ Segment profit before other income (expenses)
 — %EBITDA net of IFRS 16
 — % EBITDA

Q1 Results (NIS million)

HALF A BILLION NIS IN ASSETS AVAILABLE FOR REDEMPTION

Development in segment profit excluding other income expenses, in NIS million



32 dunam lot in Ashkelon



Commercial center in Ashdod



64 dunam unit of land in Rishon Lezion (collaborating with Reality)



Group Activity Outlook

1st Third

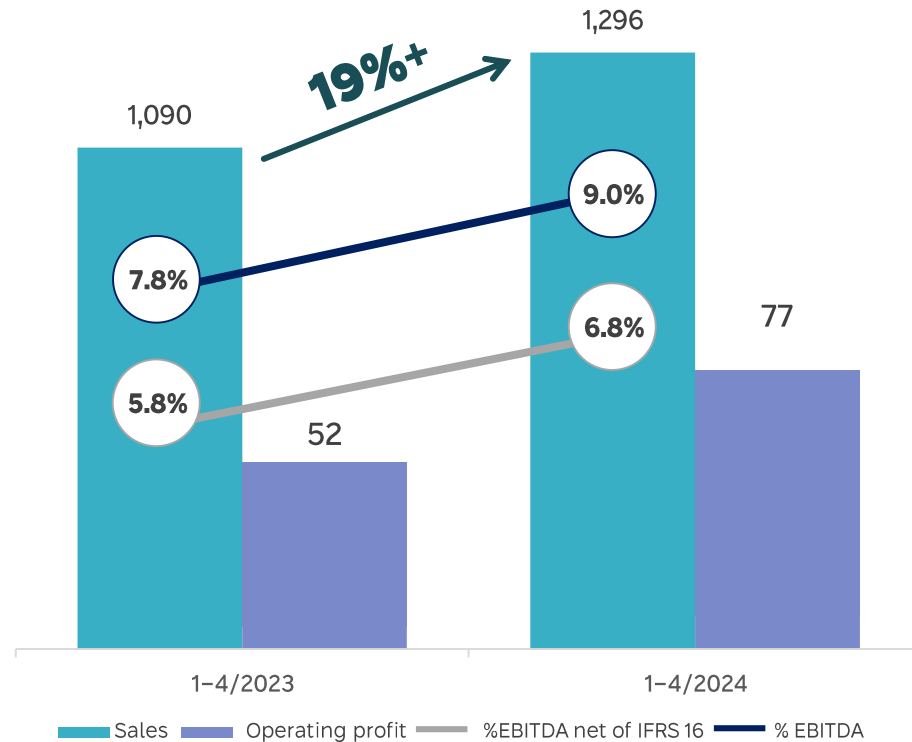
Jan–Apr compared to last year

Group activity outlook 1st Third (Jan–Apr) compared to last year

Concentration of retail activities yields results: growth in sales of ~24% and increase in profits of ~NIS 85m

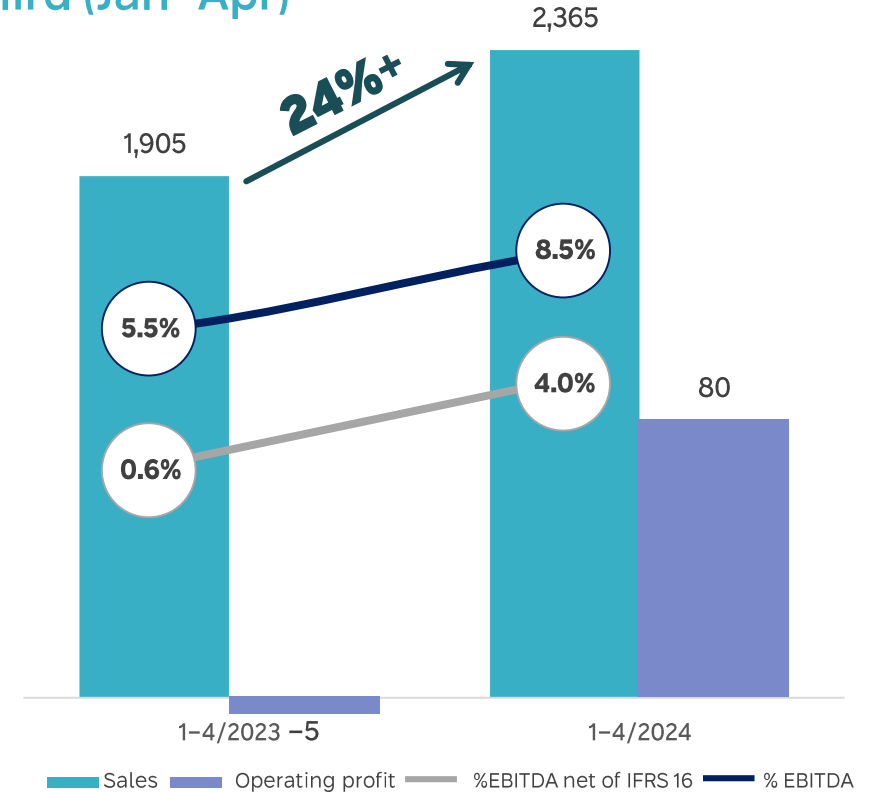
Outlook for the Group's activities in NIS million, excluding the food segment

1st Third (Jan–Apr)



Outlook for the Group's activities in NIS million, including the food segment

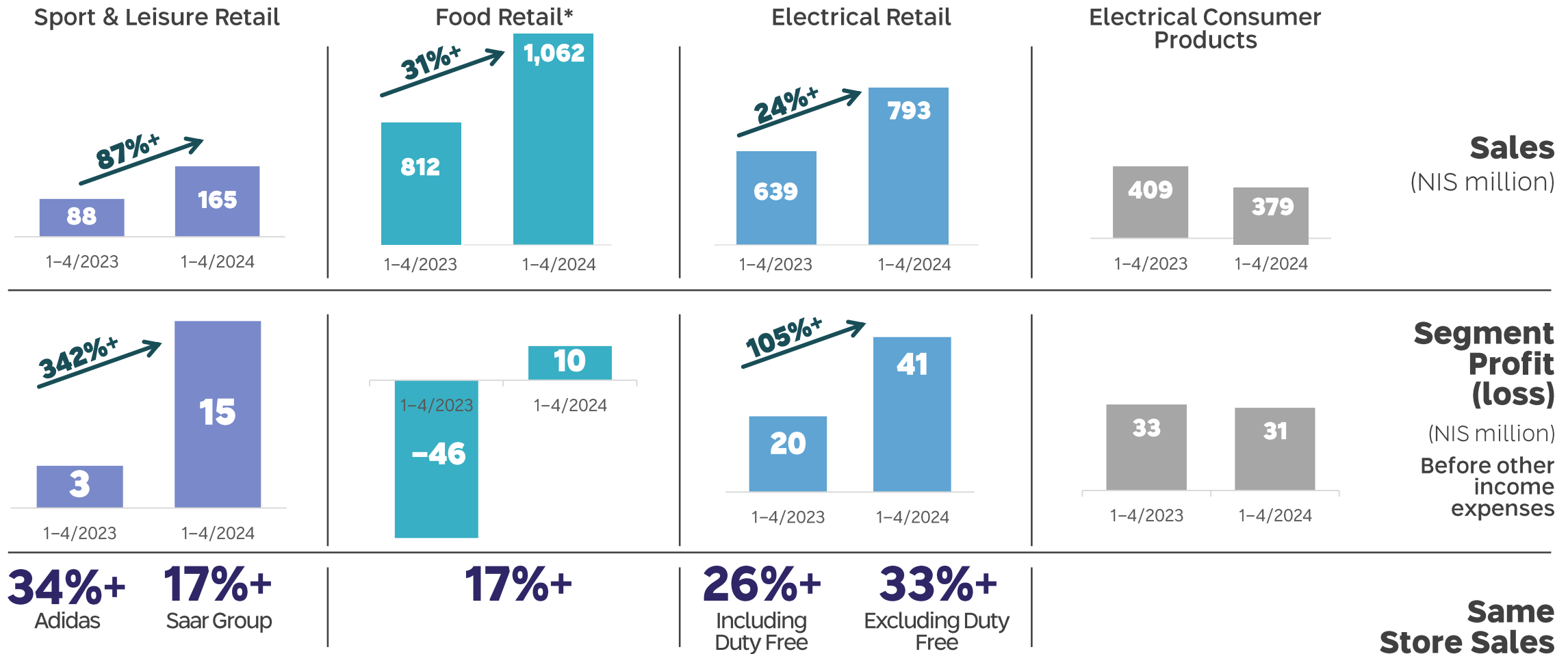
1st Third (Jan–Apr)



*Please note that the group's outlook for April 2024 is management's estimate and has not been audited or reviewed by the company's auditors.

Group activity outlook 1st Third (Jan–Apr) compared to last year

Significant growth in retail activity while maintaining profitability, consistent across the electrical consumer products segment



*Carrefour results excluding 7Eleven, which may be classified as discontinued operations as of the second quarter of 2024.

**Please note that the financial data for each of the above sectors for the month of April 2024 are management estimates and have not been audited or reviewed by the company's auditors.

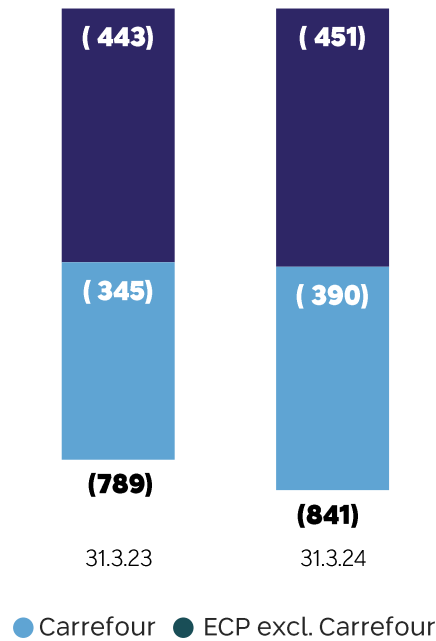
***Company estimations associated with the classification of 7Eleven as discontinued operations as of the second quarter of 2024 are forward-looking information as defined in securities law, as detailed in Slide 3 of the presentation, based, among other factors, on the completion of its sale.

Financial Resilience

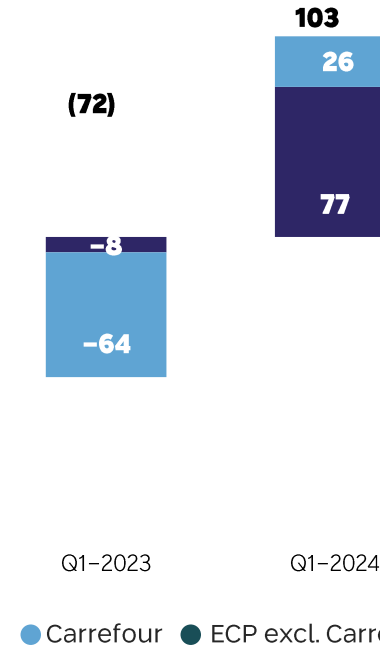
An increase in liquidity reserves of ~NIS 100m and a decrease in consolidated financial debt net of IFRS 16 of ~NIS 40m compared to December 2023.

Net financial debt excluding IFRS16 (NIS million)

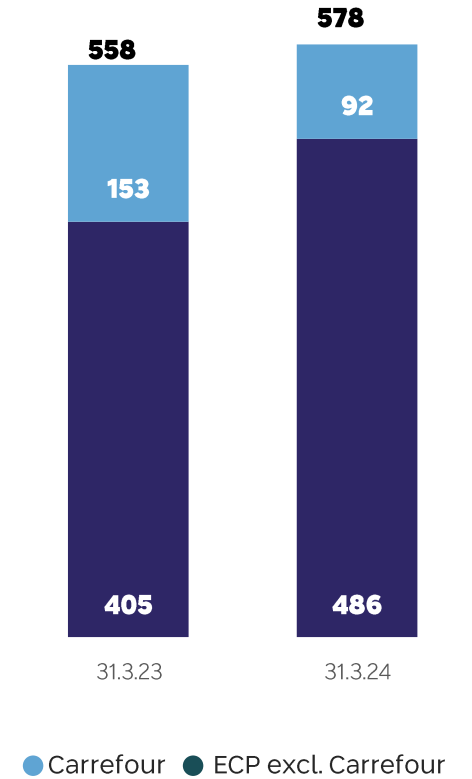
1.92	2.10	Debt-to-EBITDA ratio excl. IFRS 16, ECP ex Food segment
3.44	4.19	"Debt-to-EBITDA ratio excl. IFRS 16, ECP incl. Food segment



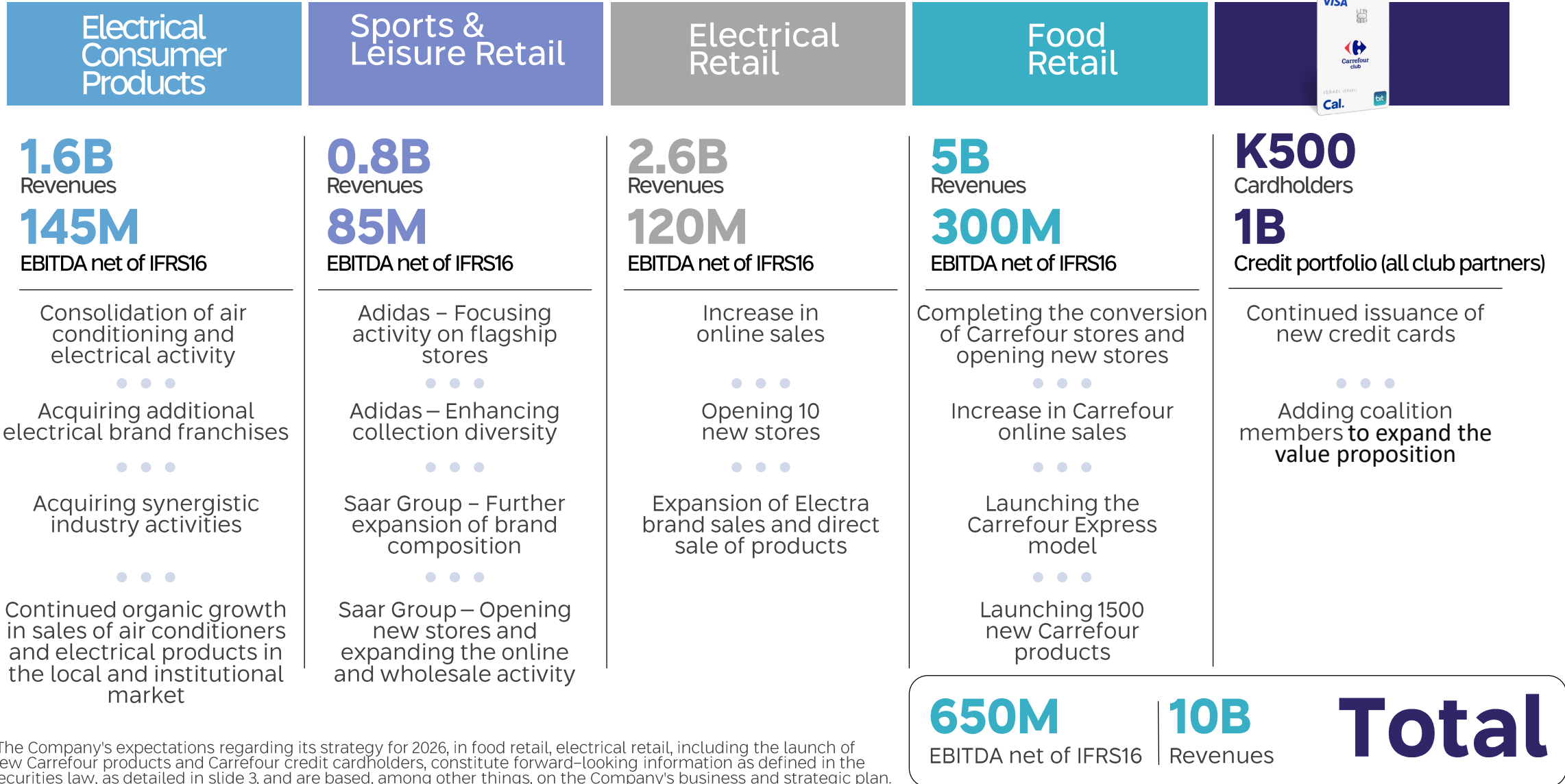
Cash flow from operating activities (NIS million)



Cash and deposits (NIS million)



ELECTRA 2026 – STRATEGIC PLAN



*The Company's expectations regarding its strategy for 2026, in food retail, electrical retail, including the launch of new Carrefour products and Carrefour credit cardholders, constitute forward-looking information as defined in the securities law, as detailed in slide 3, and are based, among other things, on the Company's business and strategic plan.



ELECTRA
CP

MACHSANEI HASHMAL
AZRIELI TEL AVIV

NEW

מחסני חשמל

NEW





ELECTRA
CP

ADIDAS HEDERA

NEW

ONLY THE BEST
FOR THE ATHLETE





ELECTRA
CP

RIP CURL ASHDOD

NEW

 **RIP CURL**



הבטע
פתיחת עונה
על הריפ קורל אשדוד

10%
הנחה

15%
הנחה

20%
הנחה

החל מ-100 ש"ח

החל מ-200 ש"ח

החל מ-300 ש"ח

החל מ-400 ש"ח

החל מ-500 ש"ח

החל מ-600 ש"ח

החל מ-700 ש"ח

החל מ-800 ש"ח

החל מ-900 ש"ח

החל מ-1000 ש"ח

החל מ-1100 ש"ח

החל מ-1200 ש"ח

החל מ-1300 ש"ח

החל מ-1400 ש"ח

החל מ-1500 ש"ח

החל מ-1600 ש"ח

החל מ-1700 ש"ח

החל מ-1800 ש"ח

החל מ-1900 ש"ח

החל מ-2000 ש"ח

החל מ-2100 ש"ח

החל מ-2200 ש"ח

החל מ-2300 ש"ח

החל מ-2400 ש"ח

החל מ-2500 ש"ח

החל מ-2600 ש"ח

החל מ-2700 ש"ח

החל מ-2800 ש"ח

החל מ-2900 ש"ח

החל מ-3000 ש"ח

החל מ-3100 ש"ח

החל מ-3200 ש"ח

החל מ-3300 ש"ח

החל מ-3400 ש"ח

החל מ-3500 ש"ח

החל מ-3600 ש"ח

החל מ-3700 ש"ח

החל מ-3800 ש"ח

החל מ-3900 ש"ח

החל מ-4000 ש"ח

החל מ-4100 ש"ח

החל מ-4200 ש"ח

החל מ-4300 ש"ח

החל מ-4400 ש"ח

החל מ-4500 ש"ח

החל מ-4600 ש"ח

החל מ-4700 ש"ח

החל מ-4800 ש"ח

החל מ-4900 ש"ח

החל מ-5000 ש"ח

החל מ-5100 ש"ח

החל מ-5200 ש"ח

החל מ-5300 ש"ח

החל מ-5400 ש"ח

החל מ-5500 ש"ח

החל מ-5600 ש"ח

החל מ-5700 ש"ח

החל מ-5800 ש"ח

החל מ-5900 ש"ח

החל מ-6000 ש"ח

החל מ-6100 ש"ח

החל מ-6200 ש"ח

החל מ-6300 ש"ח

החל מ-6400 ש"ח

החל מ-6500 ש"ח

החל מ-6600 ש"ח

החל מ-6700 ש"ח

החל מ-6800 ש"ח

החל מ-6900 ש"ח

החל מ-7000 ש"ח

החל מ-7100 ש"ח

החל מ-7200 ש"ח

החל מ-7300 ש"ח

החל מ-7400 ש"ח

החל מ-7500 ש"ח

החל מ-7600 ש"ח

החל מ-7700 ש"ח

החל מ-7800 ש"ח

החל מ-7900 ש"ח

החל מ-8000 ש"ח

החל מ-8100 ש"ח

החל מ-8200 ש"ח

החל מ-8300 ש"ח

החל מ-8400 ש"ח

החל מ-8500 ש"ח

החל מ-8600 ש"ח

החל מ-8700 ש"ח

החל מ-8800 ש"ח

החל מ-8900 ש"ח

החל מ-9000 ש"ח

החל מ-9100 ש"ח

החל מ-9200 ש"ח

החל מ-9300 ש"ח

החל מ-9400 ש"ח

החל מ-9500 ש"ח

החל מ-9600 ש"ח

החל מ-9700 ש"ח

החל מ-9800 ש"ח

החל מ-9900 ש"ח

החל מ-10000 ש"ח





ELECTRA
CP

Columbia Eilat Ice Mall

NEW

 **Columbia**





 **ELECTRA CF**

THANK YOU