

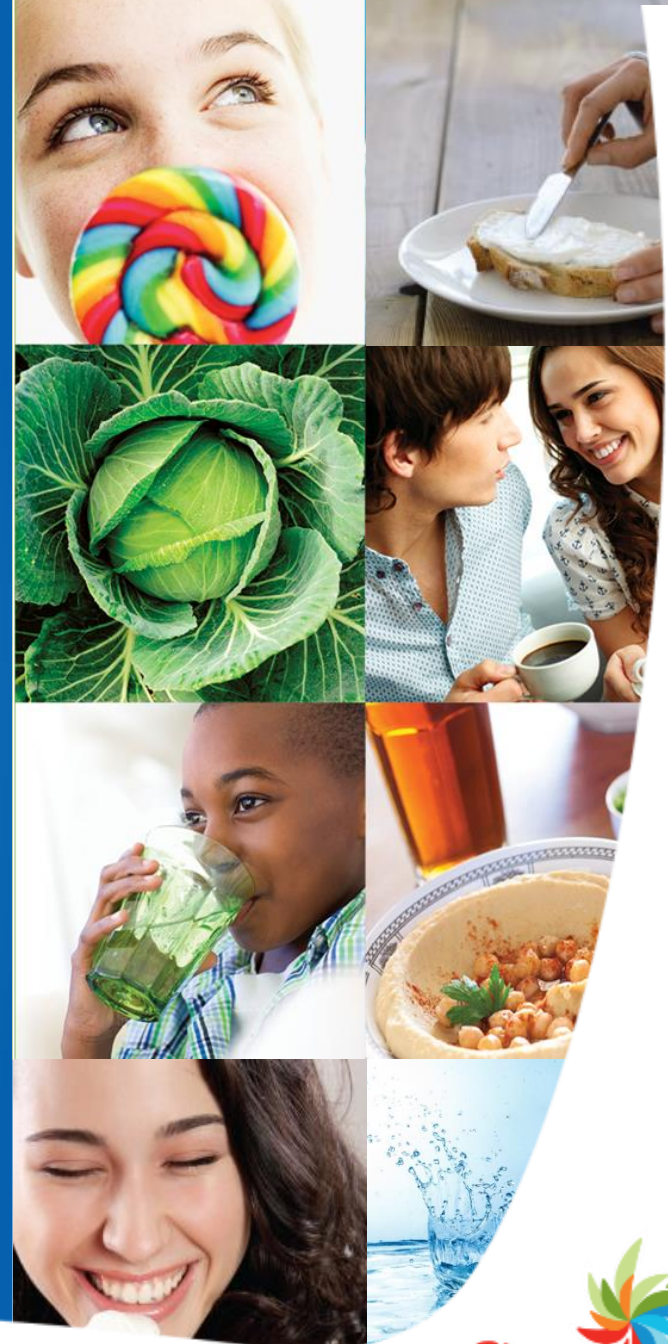


The Strauss Group

Company Presentation | 2017

Strauss Group at a glance

- A Food and Beverage company, operating in **More than 20 countries**
- with a **strong home base** in Israel
- A leading coffee company in the roast & ground coffee
- A leading water company in Israel
- **Strategic partnerships** with companies such as Danone, PepsiCo, Haier, São Miguel
- **around 14,000** employees world wide
- Revenues in **2016: NIS 7.9 billion** (approx. \$2 billion)
- **AA+** credit rating
- Awarded the highest **Platinum+ ranking** in the Maala Israeli Sustainability Index for the **11th consecutive year**



Strauss Group

Organizational Structure



* Following completion of the acquisition, the Strauss Group will hold 49% of the Haier project in China



Strauss Global Presence





A company with

A SPECIAL
WAY



A journey

leading us toward the achievement of our objectives:

Improve the quality of life of our consumers.

Continue to grow with our strategic partners.

Develop new horizons.

Succeed through new concepts and categories.

Bring together our multi-cultural team.



Our mission: creating wonders

The mission defines what we are here for, what is the heart and soul of the organization, our purpose – not merely our objectives, but rather what gives meaning to our Existence as a company and to our daily work.

Out of basic

A Special Way Does Special Businesses



Strauss Israel



Strauss Coffee

We took our know-how in coffee and our consumer

insights

We added our entrepreneurial

spirit and our desire to

connect with people all over

the world

We added our ability to locate
new markets



Going International



Poland
1991



Romania
1994



Bulgaria
1998



Croatia
1998



Brazil
2000



Ukraine
2001



Serbia & Montenegro
2005



Poland
2005



Brazil
2005



Russia
2008



Brazil
2009



Russia
2010



Brazil
2011



Russia
2011



Germany
2012



Russia
2012



Brazil
2013



Brazil
2014



Romania
2014



Brazil
2016



Sabra | Obela

PepsiCo-Strauss | Fresh Dips & Spreads



Milestones in development

Acquisition of Sabra



Partnership with PepsiCo

Building a new plant in Virginia

Launching in Mexico and Australia



2005

2007

2009

2012

Strauss Water



Strauss's Water Vision:

Establish a leading

global company

that supplies water solutions,
bringing consumers back to

using tap **water**



Strauss Water -

IP Development & Breakthrough Technologies

Over
40

Trademarks

10

Registered
patents

14

Years of research
to develop the
Maze Technology

40

Pending
patents

15

International
quality
standards

2

State-of-the-art
research laboratory with
unparalleled analytical
and chemical capabilities

Strauss Water

Vision & Strategy:



Breakthrough
technology for safe
and healthy water



Tana Water
World leader in POU
appliances
Skills & capabilities
Proven residential
business model



Global Markets
Growth opportunity
Fragmented competition
No global leader



Leading global
water brand



Our product portfolio

TS



T7



L5



V3



V5



V6



U3



T6



Thank you

