
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of August 2018

B COMMUNICATIONS LTD.
(Name of Registrant)

2 Dov Friedman Street, Ramat Gan 5250301, Israel
(Address of Principal Executive Office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): ☐

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes ☐ No ☒

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- _____

B COMMUNICATIONS LTD.

EXHIBIT INDEX

The following exhibit is attached:

EXHIBIT NO.	DESCRIPTION
99.1	A Presentation of Bezeq - The Israel Telecommunication Corp. Ltd., a controlled subsidiary of B Communications Ltd. - Main pillars of Bezeq Group strategy.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

B COMMUNICATIONS LTD.
(Registrant)

By /s/ Doron Turgeman
Doron Turgeman
Chief Executive Officer

Date: August 23, 2018

B COMMUNICATIONS LTD.

EXHIBIT INDEX

The following exhibit is attached:

EXHIBIT NO. DESCRIPTION

99.1	<u>A Presentation of Bezeq - The Israel Telecommunication Corp. Ltd., a controlled subsidiary of B Communications Ltd. - Main pillars of Bezeq Group strategy.</u>
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August 2018

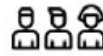
Main pillars of Bezeq Group strategy

The Bezeq Group has a leading position

based on solid, competitive assets and clear comparative advantages



Ownership of
nationwide
infrastructure



Broad
customer
base



Leading position in
every sector of
telecommunications in
Israel



Highly valued **brand** in
telecommunications



Professional, skilled,
committed and
experienced **human**
capital



High quality
of **service**



Rich and diverse
content offering



Profitability and financial stability



Extensive nationwide
distribution channel

Stands out in a broad range of parameters as compared with the other companies in the T-A 35 Index



Dividend yield	EBITDA LTM	12 month dividend	Quarterly cash flow	
Isramco	Teva	Delek Drilling		1
Delek Drilling	Perrigo	Leumi	Bazan	2
Israel Corporation	ICL		Discount	3
Delek Group		Poalim	Perrigo	4
	Israel Corporation	Isramco	ICL	5
Paz Oil	Delek Group	ICL	Teva	6
Amot	Bazan	Delek Group	Mizrahi Tefahot	7
Harel Investments	Azrieli Group	Teva	Nice	8
FIBI	Gazit Globe	Azrieli Group	Isramco	9
Bazan	Elbit Systems	Mizrahi Tefahot	Supersol	10

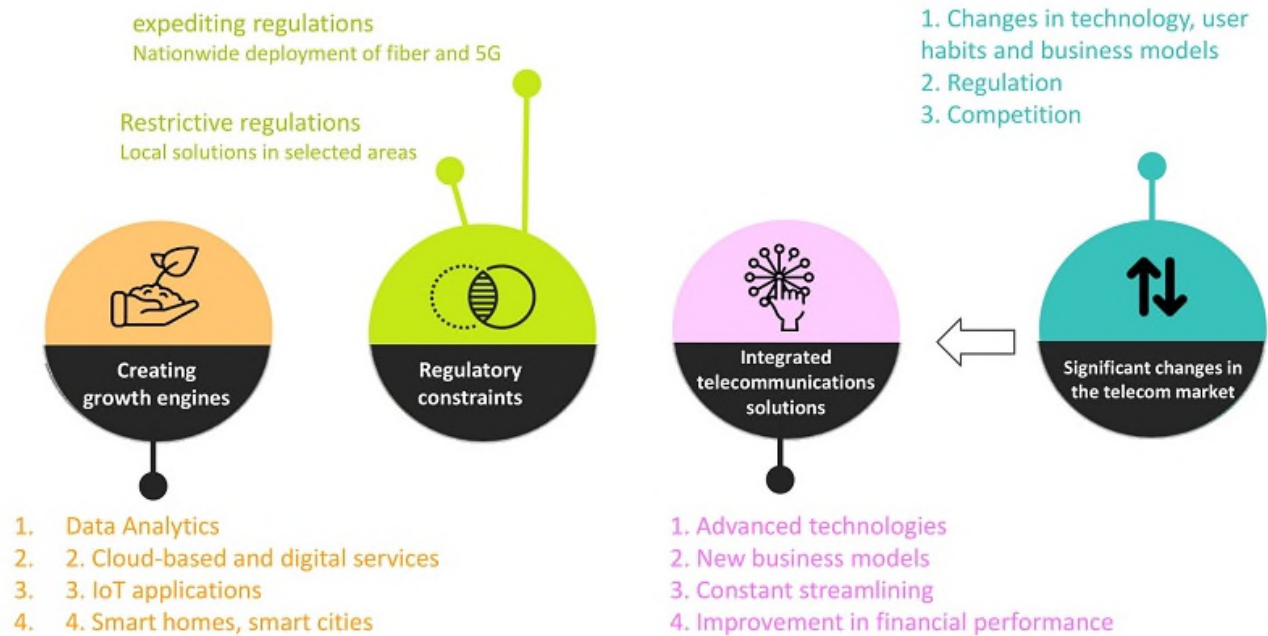
Source: Bizportal, data as published on August 8, 2018

Bezeq Group vision



The Bezeq Group will **LEAD** the telecommunications market in Israel, will provide **ALL** the telecommunications services and solutions of the **PRIVATE** and **BUSINESS** markets, and will continuously seek to improve its **FINANCIAL PERFORMANCE** and **RESULTS**

Our challenges and how we are addressing them



**Actions we are
currently taking**



Greater utilization of synergies between subsidiaries



Application has been submitted to transfer the activities and licenses of yes, Pelephone and Bezeq International to a **single partnership legal entity**



Maximizing synergies and reduction of overheads will lead to **savings in operating costs** in the long-term



Response to the customers' preference for a **comprehensive telecommunications solution**



Option for **Realization of tax asset**, subject to acquiring approvals

Streamlining at Bezeq Fixed Line for the coming two years



Early retirement at Bezeq Fixed Line under the terms of existing labor agreement - reduction in salary costs



Relocating corporate headquarters from Azrieli Center- savings in operating costs



Reducing number of operational real estate sites and sales of redundant assets – savings in operating costs and improved cash flow

Fiber optics



Bezeq is the only company in Israel that is willing and capable of deploying fiber optics **across the entire country** at an accelerated pace



Laying a nationwide fiber network and connecting customers

- | Technologically complex
- | Involves investments of billions of shekels
- | Precondition for a future efficient nationwide deployment of 5G



The current policy of the Ministry of Communications represents a preference for limited deployment of fiber in **“selected” areas only**

Leadership in mobile market



Pelephone is focused in the **mobile market**, leveraging **broad and extensive** points of presence and distribution channels under **multiple brands**, efficient and high quality customer service alongside investment in advanced technologies

Entry to **IoT and 5G** as growth engines

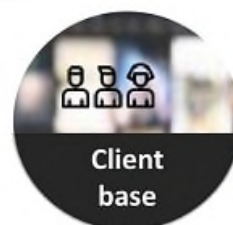


Aligning marketing offering and content distribution platform in the multi-channel television sector



Comprehensive repricing strategy and market segmentation to **stabilize subscriber base** and strengthen **fairness** perception with customers

*Q2 results reflect the outcome of this strategy as the subscriber base was stable with slight growth

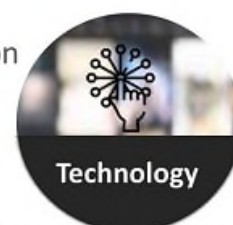


In Medium-term:

Integration of IP-based broadcast distribution platform and CPE, operating on the "Open Garden" model

*Enhancing the **viewing experience**

*Will facilitate streamlining and **cost reduction**

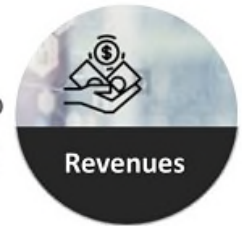


Growth engines in the field of Data Analytics



Potential for growth engine

- | Leveraging existing knowledge in the Group
- | Knowledge of customer characteristics and requirements
- | Ownership of knowledge and data bases



Merge Group BDA activities under a **single organizational unit**

* Subject to limitations of structural separation and the Protection of Privacy Law



Sale of non-core activities

The Board of Directors is evaluating possibilities for the **sale of holdings** in Bezeq Online and Walla!



- | Data rooms have been opened
- | Services of an investment bank have been retained
- | Teasers have been released to the market
- | A structured process for approaching the market for receiving offers has been launched

Organizational changes



Nomination of a Board in which most of the elected **members are new**

Revisiting risk management procedures
and establishing productive dialogue with
the regulator

New executives:
Changes in Bezeq and subsidiaries top
management team

