



BEZEQ THE ISRAELI TELECOMMUNICATION CORP. LTD.

("The Company")

September 9, 2025

To:

Israel Securities Authority

TEL AVIV STOCK EXCHANGE LTD

Dear Sir/Madam,

yes enters into an agreement with RGE and Taboola

The Company is pleased to report that on September 8, 2025, its subsidiary, yes Television and Communication Services Ltd. ("yes"), entered into an agreement with R.G.E. Group Ltd. ("RGE") and Taboola.com Ltd. ("Taboola") ("the Agreement"), according to which, among other things, RGE and Taboola will engage with advertisers and operate expected advertising activities on yes's multi-channel television services via the internet, in accordance with rules set by yes, on advertising spaces that yes will allocate to RGE and Taboola on an exclusive basis (except for exceptions specified in the Agreement).

According to the Agreement, the commercial launch date will occur after the implementation of a suitable technological system, and in any case, not before January 2026. The term of the Agreement is 3 years from the commercial launch date, with yes having the right to extend the Agreement for two additional periods of one year each. If the Agreement is extended by yes for an additional period (one or more), RGE and Taboola will be entitled to terminate the Agreement early with 6 months' prior notice (so that in such a case, the term of the Agreement will not be less than 3.5 years from the commercial launch date). In addition, subject to yes providing advertising spaces in the scope set in the Agreement, yes will be entitled to payment based on the rates set in the Agreement, which will not be less than a

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minimum consideration set in the Agreement. If yes provides advertising spaces in a scope lower than that set, the minimum consideration will be reduced accordingly.

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According to the Company's and yes's assessment, the Agreement is expected to have a one-time, material, positive accounting impact of approximately NIS 80 million (most of which has not yet been reflected in the Company's reports) due to the increase in the value of yes in the Company's reports.

The information stated in this immediate report regarding the commercial launch date, the estimates regarding the expected payment to yes, and the accounting implications, is forward-looking information, as defined in the Securities Law, 1968, which may not materialize or may materialize in a manner materially different from what is expected, among other things, in the scope of advertising spaces to be provided by yes, in engagements with advertisers, in factors not under yes's control, and in the manner of implementation of the Agreement by the parties.

Respectfully,

BEZEQ THE ISRAELI TELECOMMUNICATION CORP. LTD.

7 HaManor St., Holon 5886105

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