



הבורסה לניירות ערך תל אביב
TEL AVIV STOCK EXCHANGE

February 17, 2021
383757

BRAND - Rights Offering and Identifying Details for New Security

1. On Wednesday, 24 February 2021, the shares of Brand Ltd. (Security ID 536011/
ISIN IL005360115) will be traded *ex-rights*.
2. The *ex-rights* base price of Brand shares shall be A, as stipulated below:

$$A = \text{Min}\left(\frac{21 \times B + 2250}{26}, B\right)$$

Where:

B= the closing price of Brand shares on Tuesday, 23rd February 2021.

3. Rights trading will take place on Sunday, 7 March 2021.
4. Identifying details for the new security shall be as follows:

Security ID	Security Name	ISIN	Symbol
5360078	BRAND R1	IL0053600784	BRND.R1

Respectfully,

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Trading and Indices Unit

הבורסה לניירות ערך בתל אביב בע"מ

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