



Investor Presentation



January 2023

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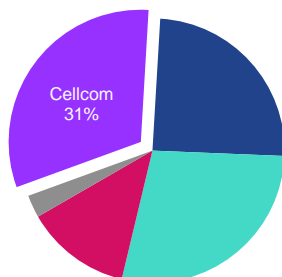
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This presentation reflects the information known to the Company at the time of its publication and the Company does not undertake to update and/or change any forecast and/or assessment in order to reflect events or circumstances that will apply after the date of this presentation.

Cellcom at a Glance

Cellular

Market Share by Subscribers (Q3'22)



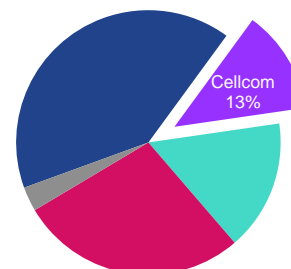
3.4m⁽¹⁾
Cellular Subscribers
Q3'22

ILS 50.3⁽²⁾
Monthly ARPU
Q3'22

67%
Of Group Revenue
LTM Q3'22

Fixed Line

Market Share by Broadband Subscribers (Q3'22)



319k
Broadband Subscribers
Q3'22

55%
Subscribers to Fiber Optic
Q3'22

1m+ ⁽³⁾
Homes with Potential for Fiber

Source: Companies' filings and company estimates.

Note: 1. Active subscribers, excluding data-only subscribers. 2. ARPU is calculated by dividing the total average monthly revenues from cellular services for the period, by the number of average active subscribers for the period. Revenues from cellular services inter alia include revenues from roaming services and from hosting and network sharing revenue, and monthly revenues from repair services, but they do not include revenues from occasional repair services and from the sale of equipment. 3. Services provided through the infrastructure of IBC and Bezeq.

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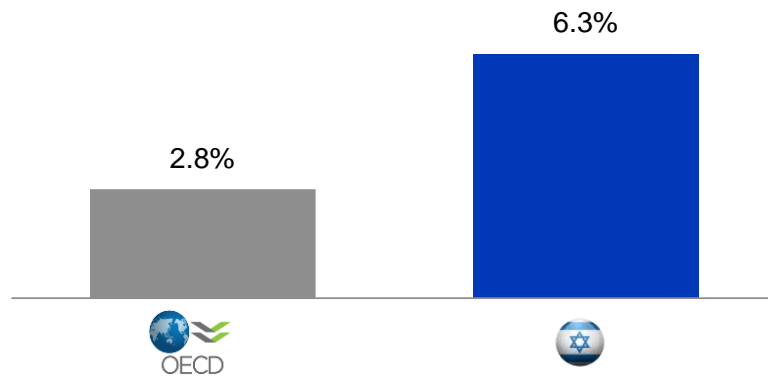
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The Israeli Telecom Market

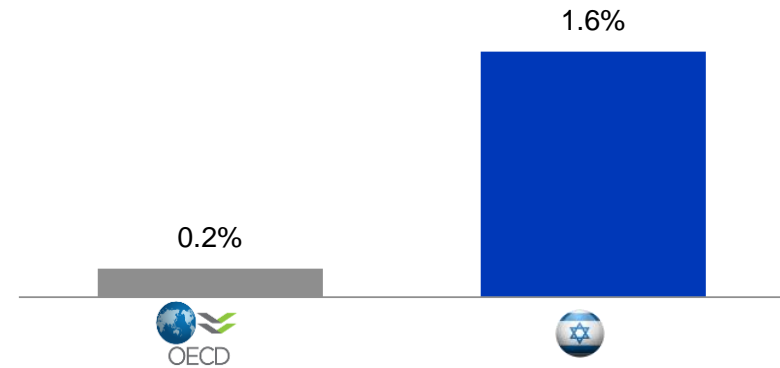


Attractive Macro Environment

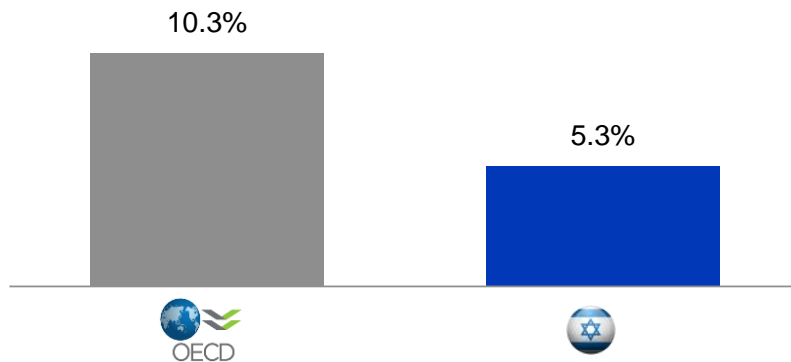
Real GDP Growth Evolution (2022E)



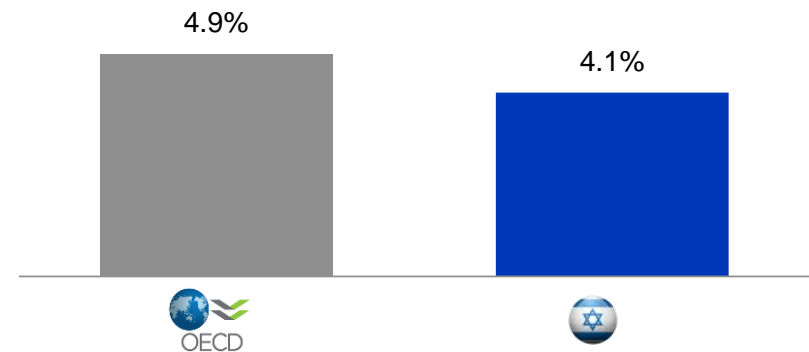
Population Growth (2021)



CPI Growth (Q3 2022)

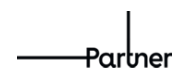


Unemployment Rate (Q3 2022)



Source: OECD, Israel Central Bureau of Statistics (CBS).

Main Israeli Telecom Players – Market Comparison



Subscribers (000s)

		Cellcom Israel	Bezeq	Partner	HOT
Fixed	Cellular	3,410 ⁽¹⁾ 31%	2,675 25%	3,042 28%	-- ~13% ⁽²⁾
	Broadband	319 13%	1,024 41%	403 16%	-- ~28% ⁽²⁾
	Pay TV	256 14%	575 32%	226 13%	-- ~42% ⁽²⁾

Revenue Split as of LTM Q3 2022 (ILS,m)

		Cellcom Israel	Bezeq	Partner	HOT
Cellular		2,904	1,774	2,364	--
Fixed		1,559	6,818	1,217	--
Total ⁽⁴⁾		4,309	9,000	3,234	4,001 ⁽³⁾

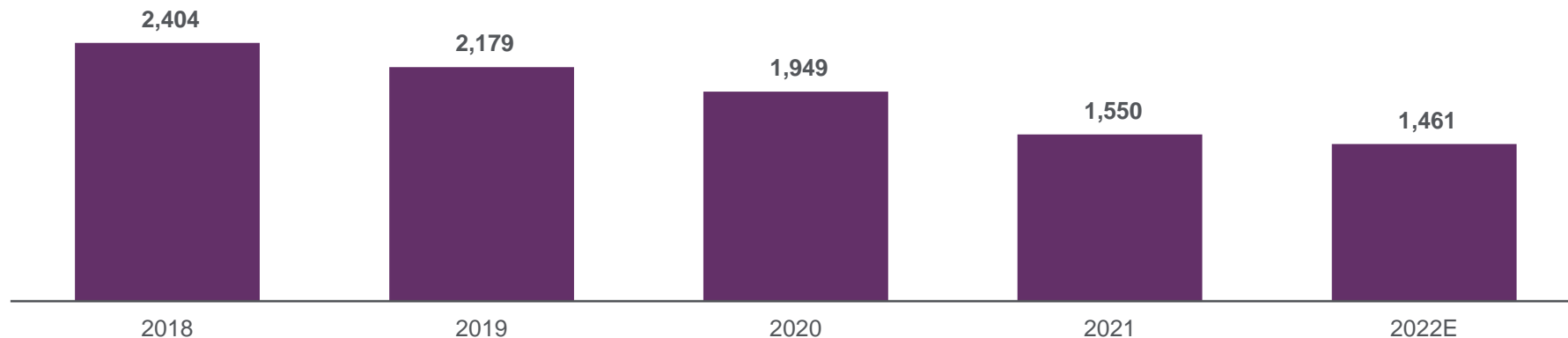
% Denotes market share

Source: Companies' filings as of Q3 22, Company estimates.

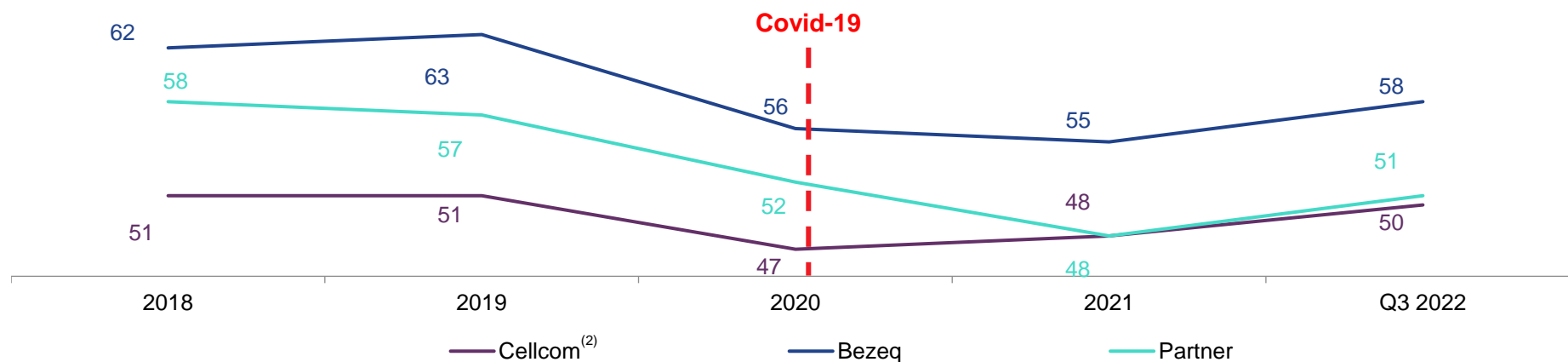
Notes: 1. Active subscribers, excluding data-only subscribers. 2. Company estimates. 3. FX Rate: ILS / EUR = 3.45. 4. Including intersegment and other adjustments.

Cellular Portability and ARPU

Portability in the Cellular Market ('000)⁽¹⁾



Cellular ARPU



Source: Companies' filings and estimates.

Notes: 1. Internal calculation of the Company based on operational portability data between cellular operators. 2. ARPU is calculated by dividing the total average monthly revenues from cellular services for the period, by the number of average active subscribers for the period. Revenues from cellular services inter alia include revenues from roaming services and from hosting and network sharing revenue, and monthly revenues from repair services, but they do not include revenues from occasional repair services and from the sale of equipment.

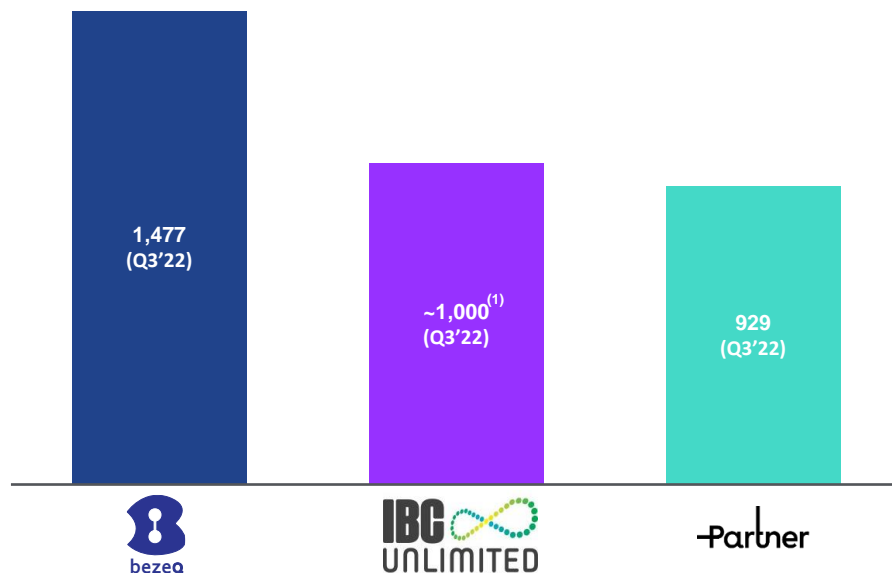
Israeli Fiber Landscape

The Israel Fiber Market

- ▶ 3 main infrastructure operators
- ▶ 55%+ of population have access to fiber as of Jun-22
- ▶ 85% of population is expected to have fiber coverage deployed by 2025

Fiber Infrastructure (Homes Passed)

(Fiber Homes Passed in 000s)



Source: Companies' filings, Ministry of Communications, CBS.
Note: 1. Local press.

Owners of Israel Fiber Infrastructure



- ▶ Generating additional revenue by enabling third party access its fiber network



- ▶ IBC is jointly owned by Cellcom (23.3%), HOT (23.3%), IIF (23.3%) and Israel Electric (30%)
 - ▶ Cellcom signed an indefeasible right-of-use (IRU) agreement with IBC for 10% of households connected to IBC's fiber infrastructure

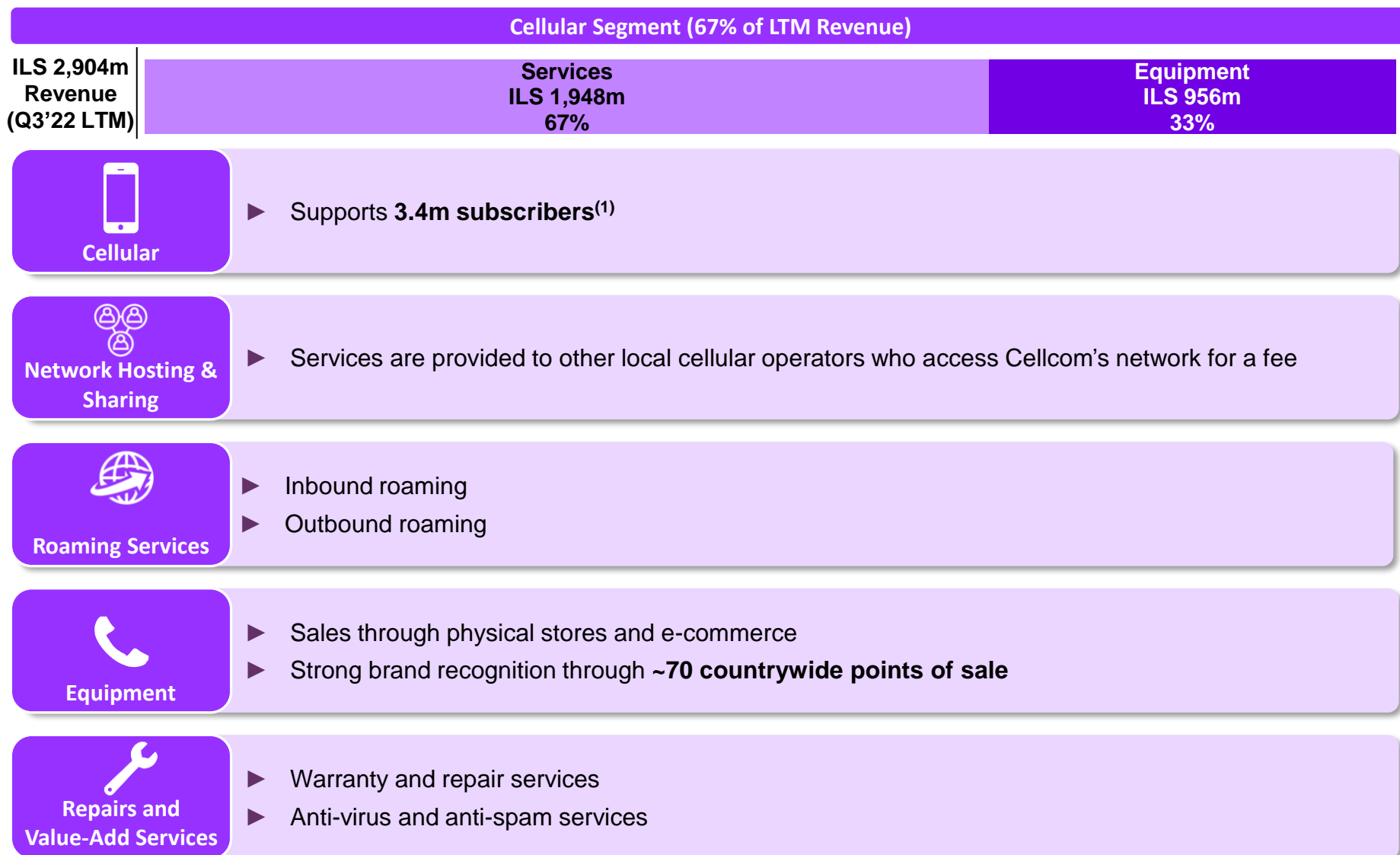


- ▶ Partner supplies homes either on its own infrastructure, or on Bezeq's infrastructure
 - ▶ In Dec-22, Partner signed a long-term IRU agreement with Bezeq

Business Overview



Product and Services – Cellular Segment



Source: Company filings.

Note: 1. Active subscribers, excluding data-only subscribers.

Cellular Equipment Overview

Cellcom is Controlling the Whole Value Chain



Strong brand recognition



The largest device reseller in Israel, within Telco companies



~70 countrywide points of sale



Generating ILS 956m in equipment revenues (LTM Q3'22)



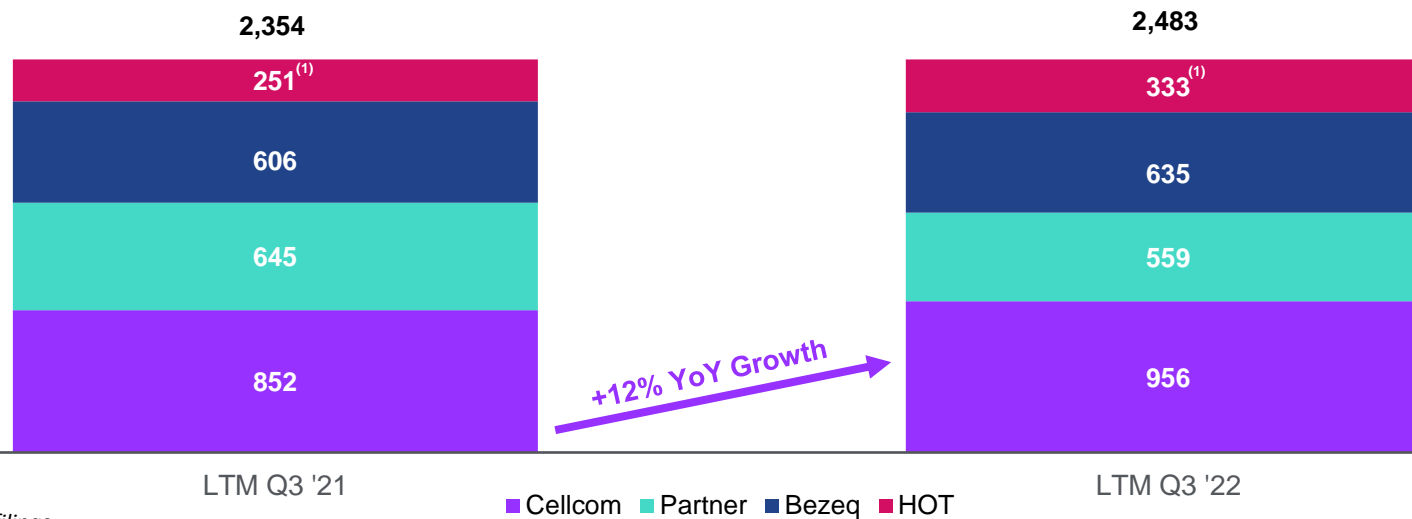
Agreements (through Cellcom) with handset providers such as Apple and Samsung



Warranty, repairs and value-add services

Cellcom is a Market Leader in Cellular Equipment Sales

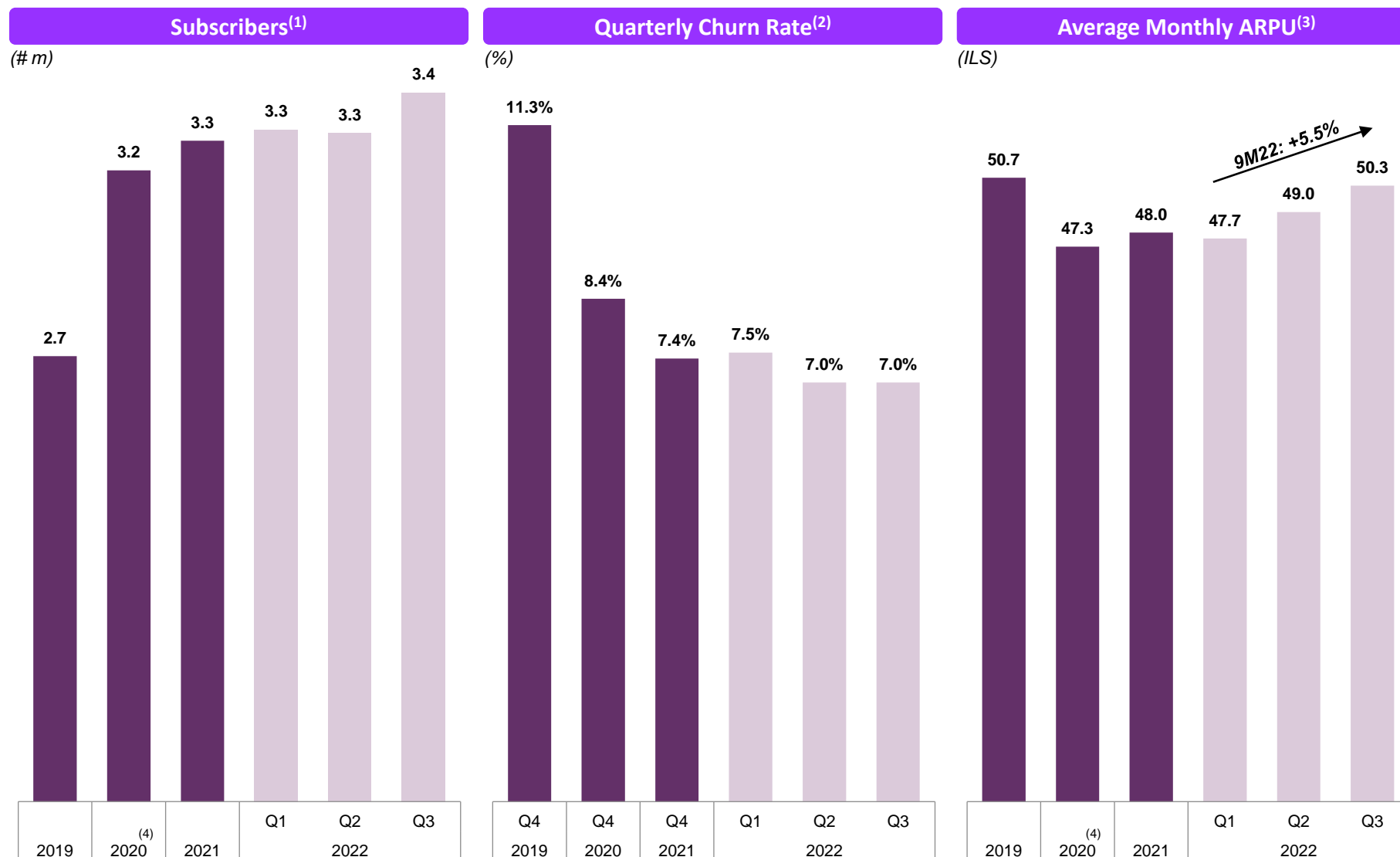
(ILSm)



Source: Companies' filings.

Note: 1. Represents revenue from Residential Equipment. FX Rate: LTM Q3 '22: ILS / EUR = 3.45; LTM Q3 '21: ILS / EUR = 3.74.

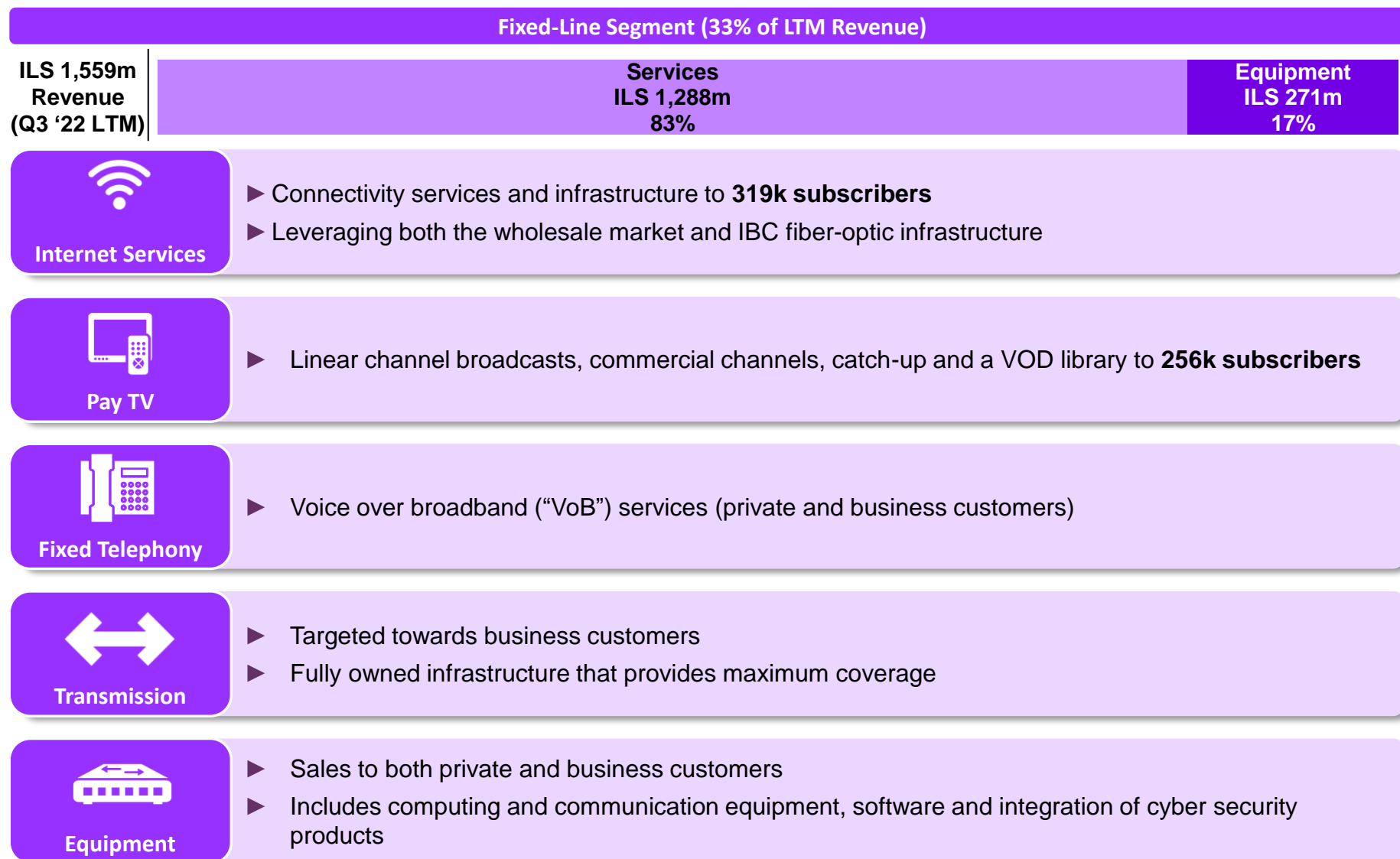
KPI's – Cellular Segment



Source: Company filings.

Notes: 1. Active subscribers, excluding data-only subscribers. 2. The churn rate is calculated according to the ratio of cellular subscribers who disconnected from the Company's services and of subscribers who became inactive during the period, and the remaining active subscribers at the beginning of the period. 3. ARPU is calculated by dividing the total average monthly revenues from cellular services for the period, by the number of average active subscribers for the end period. Cellular revenues include, among others, roaming services and hosting and network sharing services revenues and monthly revenues from repair services. 4. Including 920k subscribers post Golan Telecom acquisition. Excluding 427k data-only subscribers that have been written-off in Q3'20.

Product and Services – Fixed-Line Segment



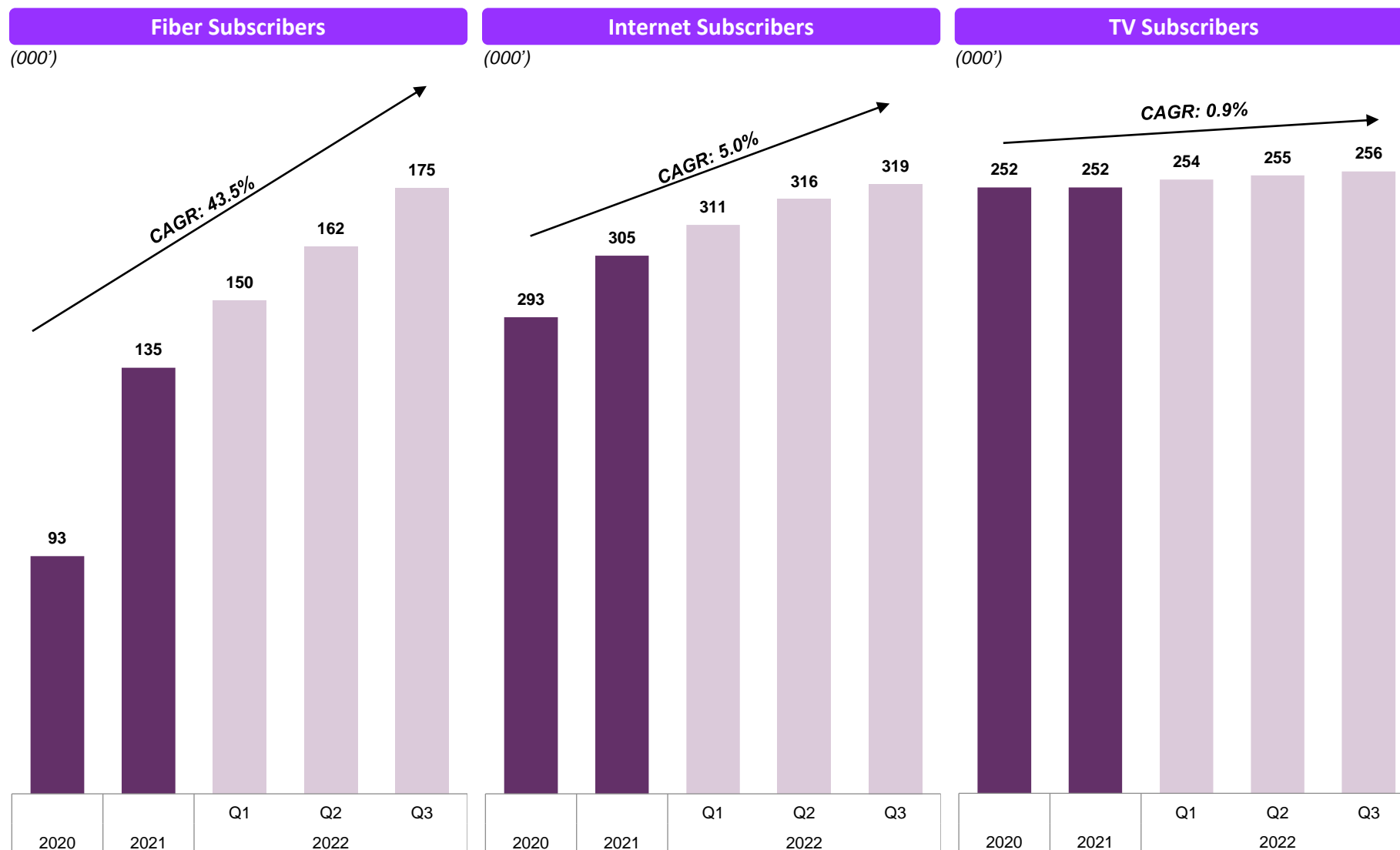
Source: Company filings.

B2B Services Overview



Source: Company filings.

KPI's – Fixed Line Segment

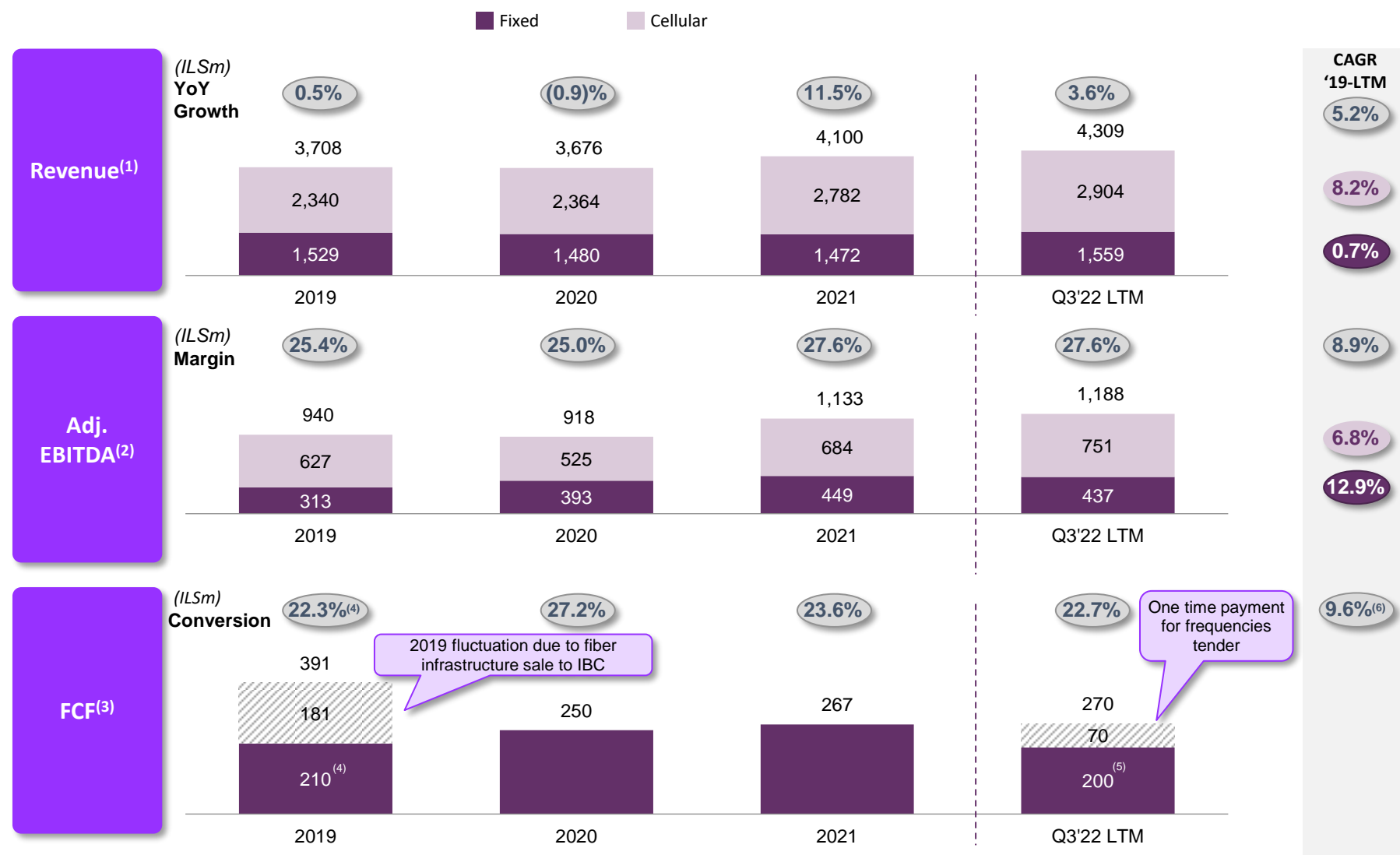


Source: Company filings.

Financial Overview



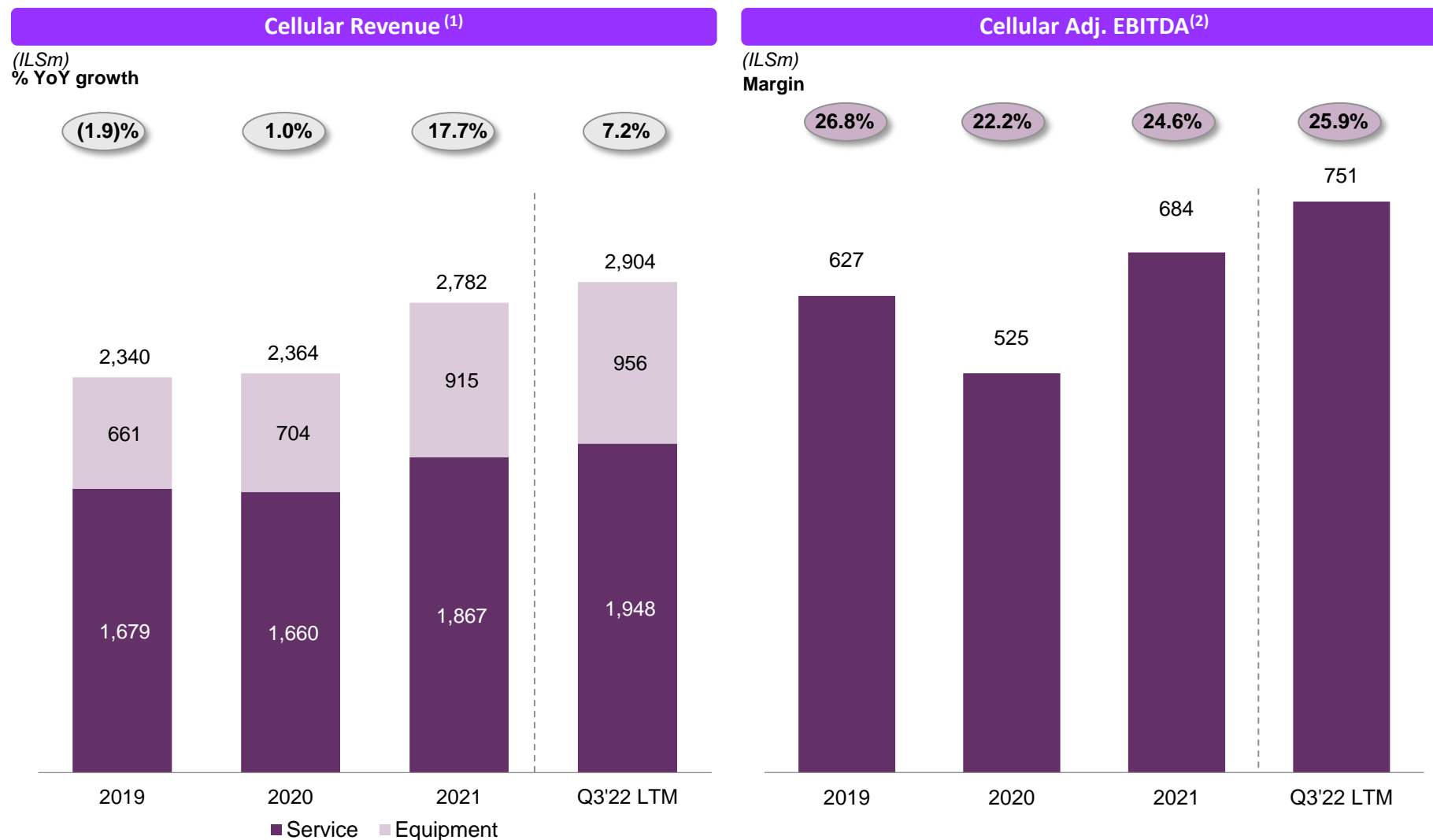
Strong Financial Performance



Source: Company filings. 2020 financials reflect consolidation of Golan Telecom for a period of four months of activity.

1. Total revenue include intersegment adjustments. 2. Adjusted EBITDA represents the net profit before: Net financing costs, taxes, other revenues (costs) that are not part of the Company's current activity (includes provisions for lawsuits included in the other expenses section), depreciation and amortization, profit (lose) from investee companies and share-based payments. In addition, includes miscellaneous revenues (costs) that are part of the Company's current activity, such as interest revenues for sale transactions in installments and expense for voluntary retirement program. 3. FCF does not take into account the requirements of the debt service and additional financing activity. 4. Excluding ILS181m received from sale of fiber-optic infrastructure. 5. Exclude ILS70m non-recurring Capex payment for frequencies tender. 6. Based on ILS210m FCF excl. proceeds from fiber-optic infrastructure sale for 2019.

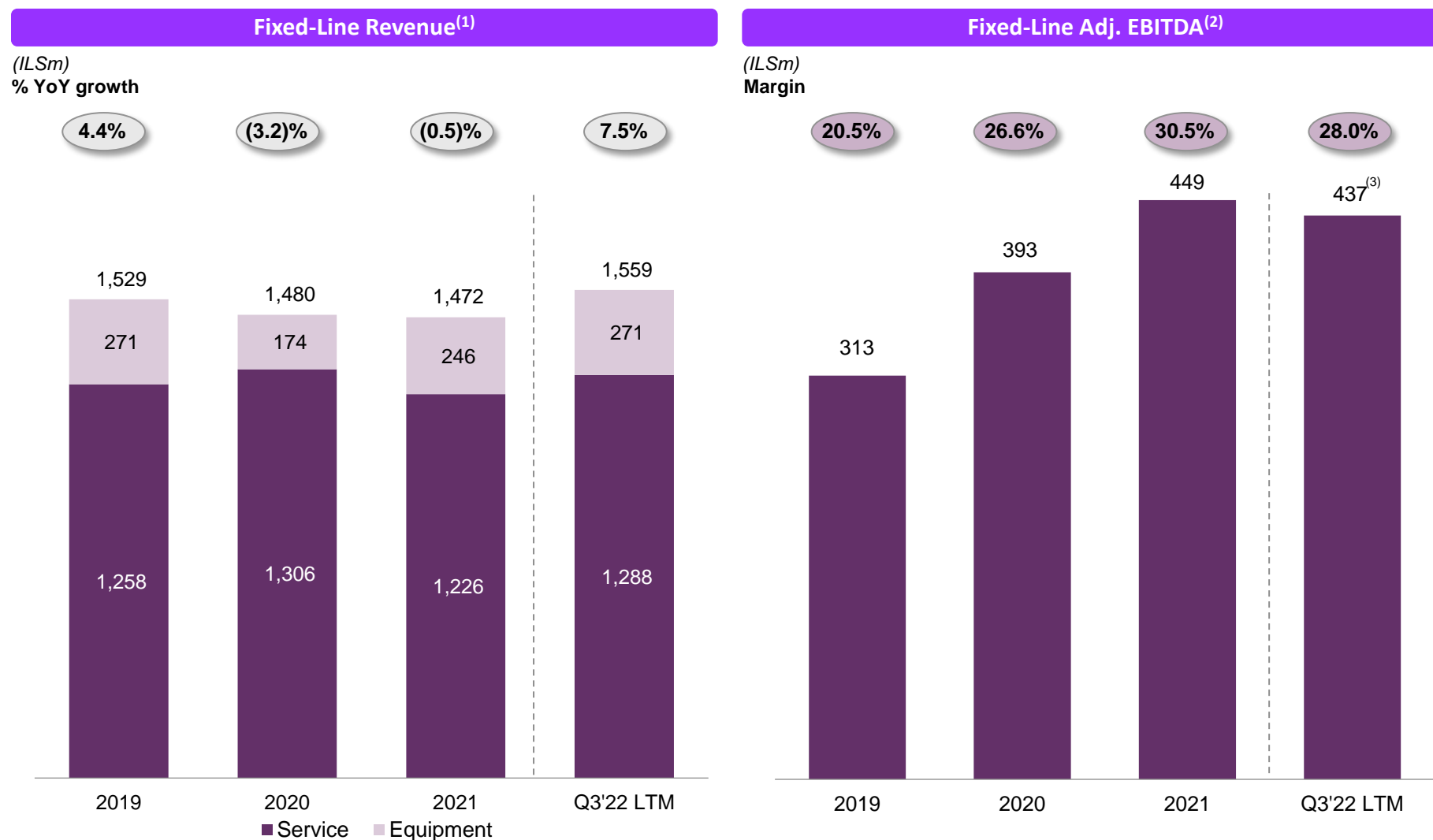
Cellular Financials



Source: Company filings. 2020 financials reflect consolidation of Golan Telecom for a period of four months of activity.

1. Total revenue include intersegment adjustments. 2. Adjusted EBITDA represents the net profit before: Net financing costs, taxes, other revenues (costs) that are not part of the Company's current activity (includes provisions for lawsuits included in the other expenses section), depreciation and amortization, profit (loss) from investee companies and share-based payments. In addition, includes miscellaneous revenues (costs) that are part of the Company's current activity, such as interest revenues for sale transactions in installments and expense for voluntary retirement program.

Fixed-Line Financials



Source: Company filings.

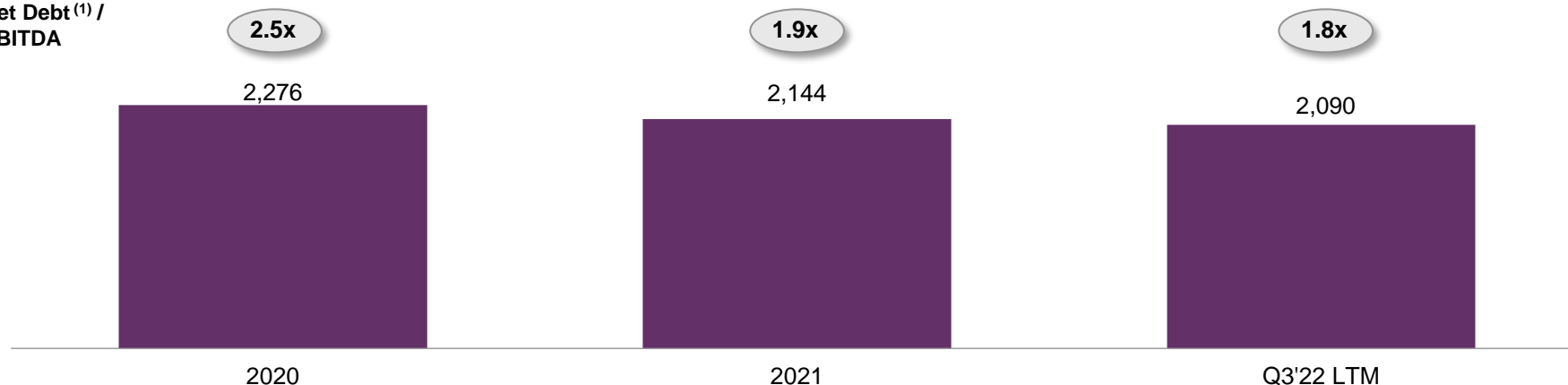
1. Total revenue include intersegment adjustments. 2. Adjusted EBITDA represents the net profit before: Net financing costs, taxes, other revenues (costs) that are not part of the Company's current activity (includes provisions for lawsuits included in the other expenses section), depreciation and amortization, profit (lose) from investee companies and share-based payments. In addition, includes miscellaneous revenues (costs) that are part of the Company's current activity, such as interest revenues for sale transactions in installments and expense for voluntary retirement program. 3. Decrease in EBITDA derived from revenues from performing contracting work of fiber-optic deployment for an investee company (IBC).

Financial Debt Overview

Decreasing Leverage Over Time

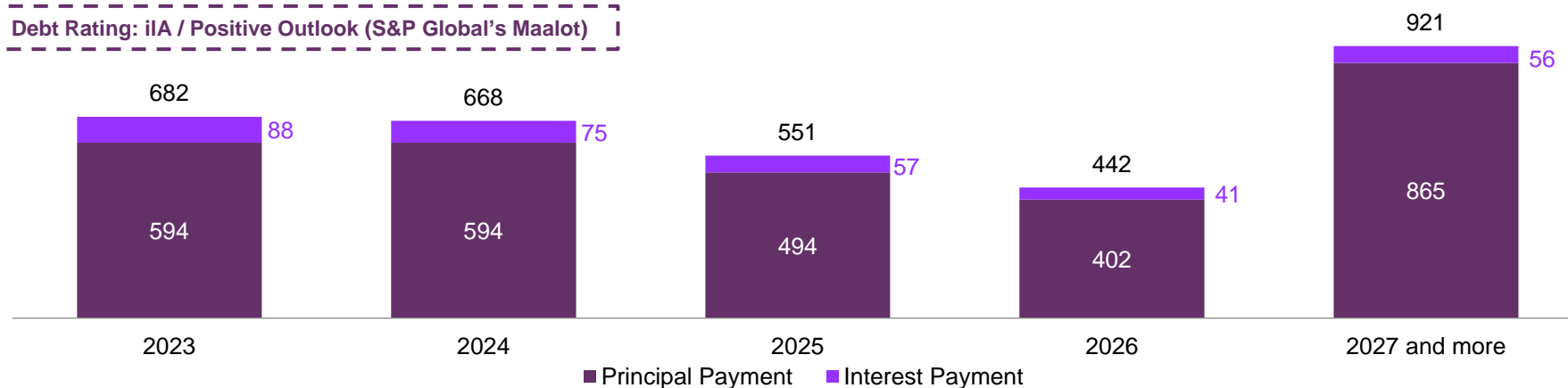
(ILSm)

Net Debt⁽¹⁾ /
EBITDA



Well-Staggered Debt Maturity Schedule

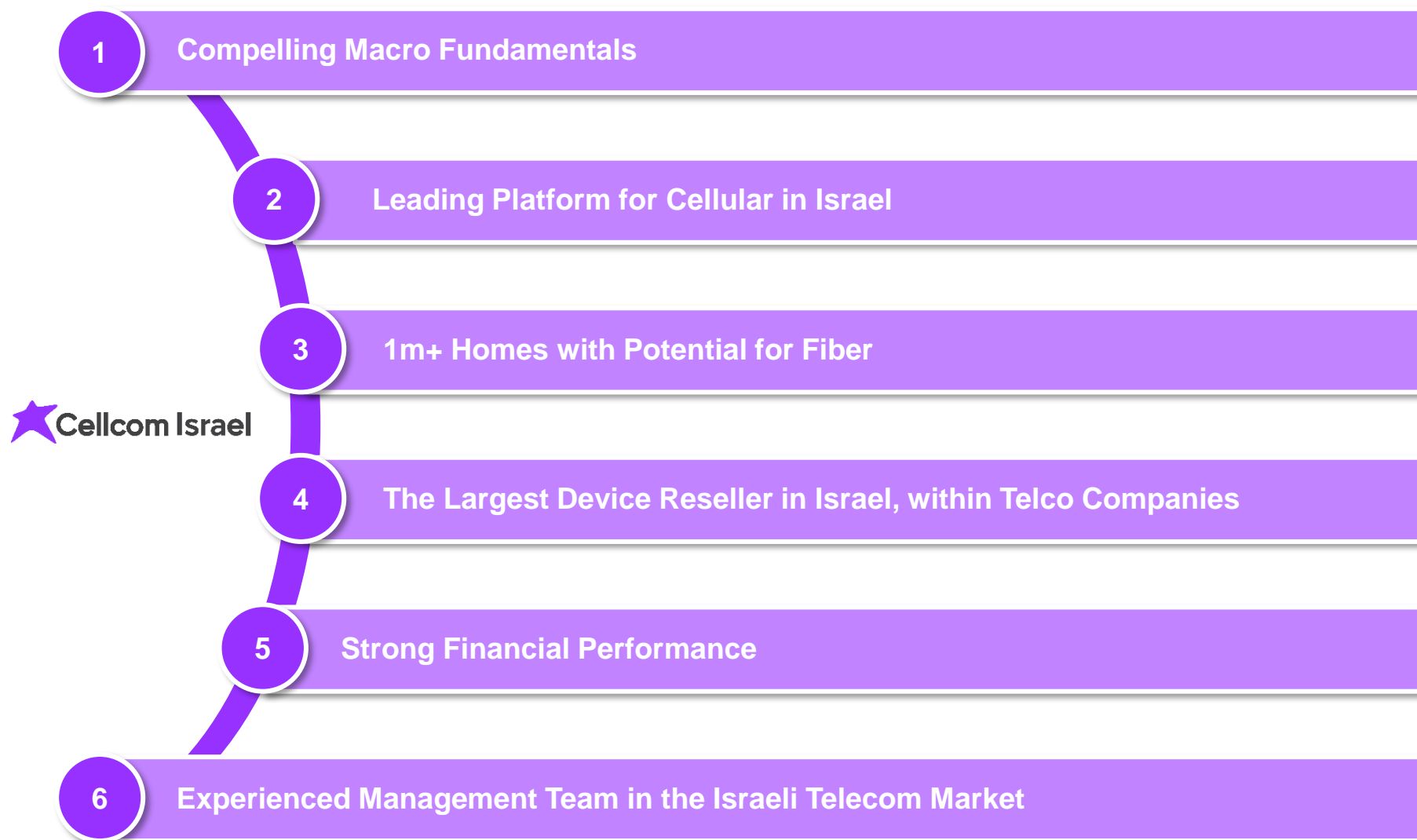
Debt Rating: iIA / Positive Outlook (S&P Global's Maalot)



Source: Company filings, balance sheet items as of Q3'22.

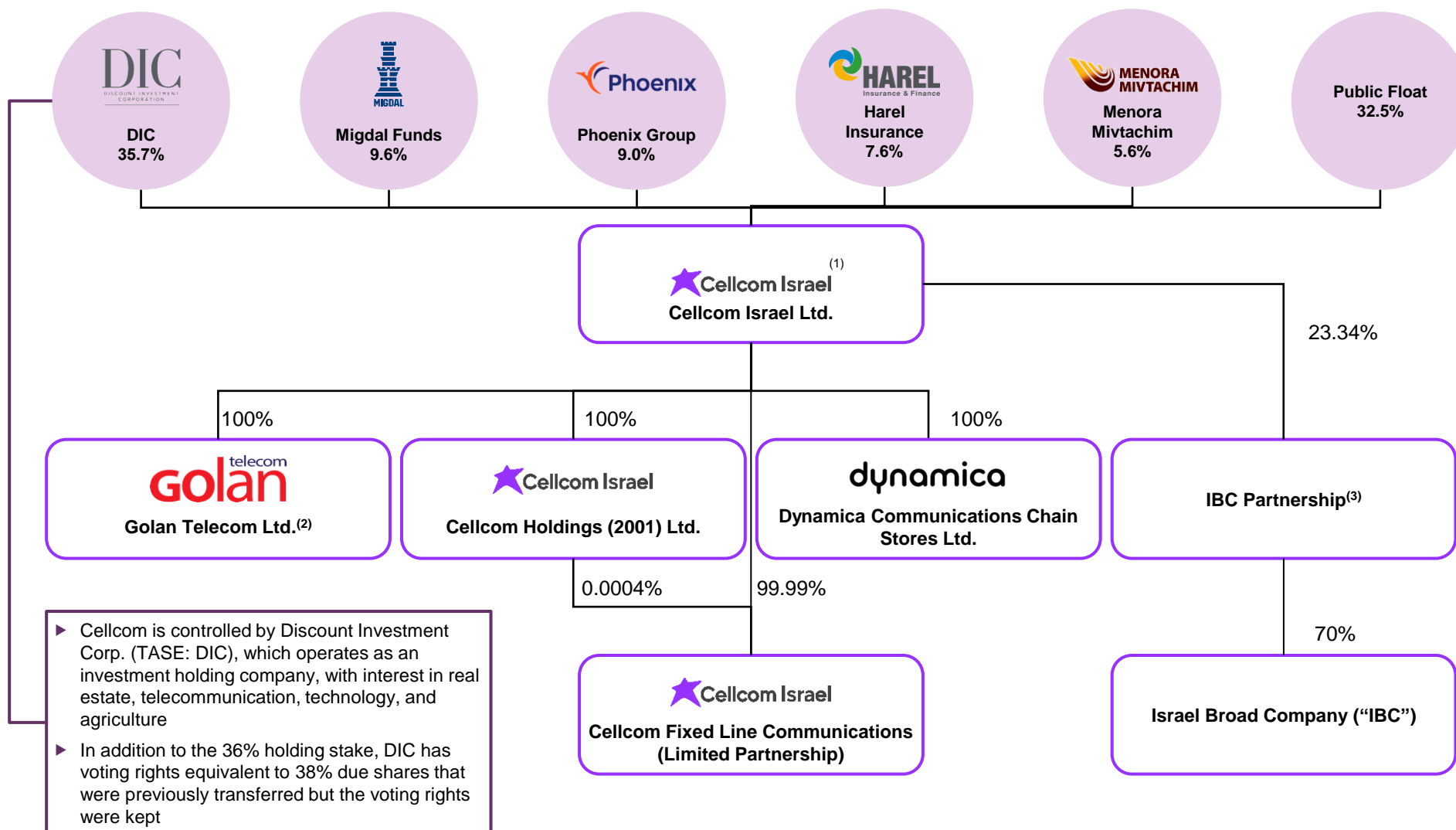
1. The net financial debt to adjusted EBITDA ratio is the ratio between the Company's net debt to the adjusted EBITDA in a period of 12 consecutive months, when neutralizing one time-events. In this respect, "net debt" is calculated as credits and loans from banking corporations and financial institutions engaged in providing credit and undertakings for debentures, less cash and cash equivalents, deposits (excluding limited deposits against bank guarantees) and current investments in traded securities. Adjusted EBITDA represents the net profit before: Net financing costs, taxes, other revenues (costs) that are not part of the Company's current activity (includes provisions for lawsuits included in the other expenses section), depreciation and amortization, profit (lose) from investee companies and share-based payments. In addition, includes miscellaneous revenues (costs) that are part of the Company's current activity, such as interest revenues for sale transactions in installments and expense for voluntary retirement program.

Concluding Remarks



Appendix

Holdings Chart



Source: Holding structure as of 31/12/2022. Notes: 1. Refers only to the material subsidiaries / investee corporations of Cellcom 2. Cellcom acquired Golan Telecom, a local MNO in 2020 for ~ILS613m. 3. Cellcom, HOT and Israel Infrastructure Fund each own 23.3% of the IBC partnership while Israel Electric owns 30%.