

DIRECT FINANCE OF DIRECT GROUP (2006) LTD

Registry Number: 513893123

To: Israel Securities Authority
To: Tel Aviv Stock Exchange Ltd.
Form Number: T077 (Public)
Sent via MAGNA: 20/10/2025
Reference: 2025-01-077715

Immediate Report on the Holdings of Interested Parties and Senior Officers

Regulation 33(c)-(d) of the Securities Regulations (Periodic and Immediate Reports), 1970

Reference numbers of previous reports on the subject: _____, _____, _____.

Below is the status as of **30/09/2025**:

A. Interested Parties in the Corporation (including CEO and directors, and any other employee holding five percent or more of the issued share capital or voting power):

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Holder Number	Holder Name	Name, Type, and Series of Security	Updated Quantity of Securities	Holding Percentage	Holding Percentage (Full Dilution)
1	DIRECT INSURANCE - FINANCIAL INVESTMENTS LTD	Ordinary shares of 1 NIS par value each	1,303,300	44.07% equity, 44.07% voting	42.03% equity, 42.03% voting
2	Harel Insurance Investments & Financial Services Ltd (Nostro)	Ordinary shares of 1 NIS par value each	42,393	1.43% equity, 1.43% voting	1.37% equity, 1.37% voting
3	Harel Insurance Investments & Financial Services Ltd (Funds)	Ordinary shares of 1 NIS par value each	35,349	1.20% equity, 1.20% voting	1.14% equity, 1.14% voting
4	Harel Insurance Investments & Financial Services Ltd (Provident)	Ordinary shares of 1 NIS par value each	73,574	2.49% equity, 2.49% voting	2.37% equity, 2.37% voting
...	...	...	...	...	...

Total holding percentage: 73.97% equity, 73.97% voting

Total holding percentage (full dilution): 71.12% equity, 71.12% voting

B. Senior Officers in the Corporation (excluding CEO and directors, and any other employee holding five percent or more of the issued share capital or voting power):

- ☐ Do not hold securities of the corporation.
- ☒ Below is the status of holdings of senior officers in the corporation:

Holder Number	Holder Name	Name, Type, and Series of Security	Updated Quantity of Securities	Holding Percentage	Holding Percentage (Full Dilution)
74	Oren Shkedi	Non-tradable options for employees and senior officers	17,728	0.00% equity, 0.00% voting	0.57% equity, 0.57% voting
75	Ronit Ben David Peter	Non-tradable options for employees and senior officers	9,117	0.00% equity, 0.00% voting	0.29% equity, 0.29% voting
76	Liat Shmueli Lichtenstein	Non-tradable options for employees and senior officers	7,850	0.00% equity, 0.00% voting	0.25% equity, 0.25% voting
77	Liraz Hakmon	Non-tradable options for employees and senior officers	7,850	0.00% equity, 0.00% voting	0.25% equity, 0.25% voting
...	...	...	...	...	...

Total holding percentage: 0% equity, 0% voting
Total holding percentage (full dilution): 4.91% equity, 4.91% voting

Explanations:

1. Report must also include holdings of other securities, including those not listed for trading.
 2. If an interested party holds more than one type of security in the corporation, the holding percentage (including full dilution) should be stated in a single line, considering all securities held.
 3. This form must detail the holdings of all interested parties, including those whose holdings have not changed.
 4. If the interested party is a controlled company with significant activity for the corporation, holdings should be split between shares acquired before and after the Companies Law, 1999 came into effect.
 5. If the interested party is a corporation, also state the name(s) of the ultimate controlling shareholder(s). If there is no controlling shareholder, provide details of the interested parties in it.
 6. If a senior officer holds five percent or more of the issued share capital or voting power, their holdings should be detailed in the "Interested Parties" table above.
 7. If the interested party or senior officer also holds securities in a controlled company with significant activity for the corporation, details should be provided in the "Remarks" field.
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Controlling Shareholder(s) in the Corporation as of the date of this report:

- ☒ Yes
- ☐ No
- ☐ Other: _____

Controlling shareholders in the corporation:

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No.	Name	ID Type	ID Number	Control transferred during the period?	Details
1	Sarah Shnidman	ID Number	008292419	No	_____
2	Moshe (Muki) Shnidman	ID Number	053906764	No	_____
3	Doron Shnidman	ID Number	022682140	No	_____
4	A.D.S. Unity Holdings Ltd	Company Registry Number	512951930	No	_____
5	DIRECT INSURANCE - FINANCIAL INVESTMENTS LTD	Company Registry Number	520044439	No	_____

Total holding percentage (%) in the corporation's equity by all controlling shareholders: 44.07%

Authorized Signatories for the Corporation:

No.	Name	Position
1	Chanita Dayan-Spector	Company Secretary

Securities of the corporation are listed for trading on the Tel Aviv Stock Exchange.

Short name: DIRECT FINANCE OF DIRECT GROUP (2006) LTD

Address: 35 Afal St., Petah Tikva, 4951132

Phone: 03-7215739

Fax: 03-6282062

Email: contact@5555.co.il

Company website: www.5555.co.il

Previous names of the reporting entity:

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Electronic signatory name: Omer Tikolsky

Position: External Legal Advisor

Employer: M. Firon & Co., Advocates

Address: 2 HaShlosha St., Tel Aviv, 6109302

Phone: 03-7540000

Fax: 077-2299608

Email: omert@firon.co.il

Form structure update date: 04/02/2025

Glossary:

- controlling shareholder
 - regarding
 - commercial papers
 - par value
 - security
 - warrant
 - warrants
 - results
 - partnership
 - technology
 - ordinary share
 - dividend
 - agorot
 - Participating unit
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This is a translation of the original Hebrew document. For legal purposes, the Hebrew version prevails.