DIRECT FINANCE OF DIRECT GROUP (2006)LTD

Registry Number: 513893123

To: Israel Securities Authority | www.isa.gov.il To: Tel Aviv Stock Exchange Ltd | www.tase.co.il Form T076 (Public) Transmission date on MAGNA: 29/10/2025 Reference: 2025-01-081360

Immediate Report on Changes in Holdings of Interested Parties and Senior Officers Regulation 33(b) of the Securities Regulations (Periodic and Immediate Reports), 1970 Note: This form is intended for reporting changes in the holdings of securities of the reporting corporation only. For reporting a change in holdings in securities of a subsidiary of the reporting corporation whose operations are significant to the reporting corporation, use Form T121.

Holder's Name: Migdal Insurance and Financial Holdings Ltd (Participating Profits) English Name: Migdal Insurance and Financial Holdings Ltd Type of ID Number: Israeli Registrar of Companies number Holder's ID: 520029984 Type of holder: Participating Life Insurance Accounts Does the hedge fund have the right to appoint a director or representative on the company's board of directors: _________ Is the holder acting as a representative for reporting purposes of several shareholders holding together with him the corporation's securities: Yes Name of controlling shareholder in the interested party: See Note 1 below Controlling shareholder's ID: See Note 1 below Citizenship/incorporation: Incorporated in Israel Country of incorporation: _________ Security number on the stock exchange: 1220128 Name and type of security: BONDS (Series 7) Nature of change: Increase Due to: Private placement Change transaction: Single transaction Date of change: 24/10/2025 Transaction rate: 103.19 Agorot Dormant shares or convertible securities to dormant shares: No Last reported balance (quantity): 0 Holding percentage of same type (last report): 0% Change in number of securities: +70,000,000 Current balance: 70,000,000 Current holding percentage of same type: 13.7% Holding percentage after change - Capital: 7.70% Holding percentage after change - Voting rights: 7.70% Explanation: The post-change holding percentage does not refer to convertible securities. Holding percentage following full dilution - Capital: 7.34% Holding percentage following full dilution - Voting rights: 7.34% Note number: 1

Note 1: To the best of the company’s knowledge, as of the report date, Mr. Shlomo Eliyahu is the ultimate controlling shareholder, holding 45.5% of the company’s issued and paid-up share capital ("Share Capital") via Eliyahu Issues Ltd and Gan Ha'ir Project Ltd. Eliyahu Issues Ltd holds 58.13% of the share capital, and Gan Ha'ir Project Ltd holds 6.15% of the share capital. Eliyahu Issues Ltd is wholly owned by Eliyahu 1959 Ltd. Shareholders of Eliyahu 1959 Ltd are:

- Mr. Shlomo Eliyahu: 25.14% of the capital and 98% of the management shares
- Mrs. Chaya Eliyahu: 0.02% of the capital and 2% of the management shares
- Shlomo Eliyahu Holdings Ltd: 61.7% of the capital
- Achi Eliyahu Trustees and Investments Ltd: 13.14% of the capital. The shareholders of Shlomo Eliyahu Holdings Ltd are:
- Mr. Shlomo Eliyahu: 83.31%
- Mrs. Chaya Eliyahu: 16.69%. The sole shareholder of Achi Eliyahu Trustees and Investments Ltd is Eliyahu 1959 Ltd, with the same shareholders as detailed above. Gan Ha'ir Project Ltd is wholly owned by Mr. Shlomo Eliyahu.

Note on BONDS of the company: Holdings in the BONDS of the company listed under Participating Life Insurance Accounts are held by the partnership “Migdal Index – BONDS Series in Israel” (hereinafter: "the partnership"). The partnership is a registered partnership whose rights holders are all companies in the Migdal institutional reporting group. The partnership itself is not a participating life insurance account and/or a management company. According to the partnership agreement, the holding rates of the rights holders fluctuate regularly, per the mechanism set in the partnership agreement. Below are the holding percentages in the partnership for rights holders as of October 24, 2025:

- Insurance for Participating Life Insurance Accounts: 45.93%
- Pension and Provident Funds: 54.07% It is clarified that the holding rates after the change (including full dilution) are as of September 30, 2025.

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1. Was the full consideration paid on the date of change: Yes If not, specify the date of full payment: _________
2. If the change was through signing a lending agreement, specify details of the end of the loan: _________ Explanation: The holding rates should consider all securities held by the interested party.
3. Date and time the corporation first became aware of the event or matter: 28/10/2025 at 15:20
4. Details of actions causing the change: _________

Authorized signatories for the corporation:

1. Name: Chanita Dayan-Spector Role: Other Detailed role: Head of Company Secretariat

Explanation: According to Regulation 5 of the Periodic and Immediate Reports Regulations (1970), a report submitted under these regulations shall be signed by the persons authorized to sign on behalf of the corporation. Staff position on the subject can be found on the Authority’s website: Click here

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Securities of the corporation are listed for trading on the Tel Aviv Stock Exchange Short name: Direct Finance Group Address: 35 Afek Street, Petach Tikva, 4951132 Telephone: 03-7215739, Fax: 03-6282062 Email: contact@5555.co.il Company website: www.5555.co.il Previous names of reporting entity: Electronic reporter's name: Spector Hanita Role: Company Secretary Employer company: Address: 35 Afek, Petach Tikva, 4951132 Telephone: 050-2001533 Email: hanitasp@5555.co.il