

DIRECT FINANCE OF DIRECT GROUP (2006) LTD

DIRECT FINANCE OF DIRECT GROUP (2006) LTD (the Company)

To:
Israel Securities Authority
www.isa.gov.il

To:
Tel Aviv Stock Exchange Ltd.
www.tase.co.il

November 5, 2025

Re: Conference Call Regarding the Company's Financial Statements as of September 30, 2025

The Company is pleased to announce that on November 19, 2025, the Company expects to publish its financial statements as of September 30, 2025 (the financial statements).

The financial statements will be available for viewing on the distribution website of the Israel Securities Authority (MAGNA), at: <https://www.magna.isa.gov.il>, and on the website of the Tel Aviv Stock Exchange Ltd. (Maya), at: <https://maya.tase.co.il> (the distribution websites).

The conference call for reviewing the Company's financial statements will take place on November 19, 2025, at 10:00 AM, with the participation of the Company's management (the Conference Call). The Conference Call will be held in Hebrew and will be accompanied by a presentation, which will be published in an immediate report close to the publication of the financial statements, and will be available as mentioned on the distribution websites.

Below is a link to the registration form for the Conference Call, which will be conducted via Zoom:
https://us02web.zoom.us/webinar/register/WN_RE5C2petR3KGJjvzVH8-mQ

A recording of the Conference Call will be available for listening/downloading one business day after it is held, at:
<https://www.5555.co.il/%D7%9E%D7%A9%D7%A7%D7%99%D7%A2%D7%99%D7%9D>

Respectfully,
DIRECT FINANCE OF DIRECT GROUP (2006) LTD
Signed by Eran Golan, CEO
and Oren Shkedi, Deputy CEO Finance and Business Financial Development

It should be clarified that the Conference Call does not replace the need to review the Company's periodic report for 2024 and the Company's interim reports as of March 31, 2025, June 30, 2025, and September 30, 2025, including the financial statements and the attached board of directors' report, as well as the immediate reports and presentations published by the Company from time to time, which contain full information, including forward-looking information contained therein, in accordance with Section 32A of the Securities Law, 1968.