

ELECTRA CONSUMER PRODUCTS (1970) LTD

Registry number: 520039967

To: Israel Securities Authority www.isa.gov.il To: Tel Aviv Stock Exchange Ltd. www.tase.co.il

Form No.: T094 (Public)

MAGNA transmission date: 13/11/2025 Reference: 2025-01-087121

Immediate report regarding a senior officer who ceased to serve in their position Regulation 34(a) of the Securities Regulations (Periodic and Immediate Reports), 1970

Explanation: According to Regulation 34(d) of the Securities Regulations (Periodic and Immediate Reports), 1970, a list of senior officers must be submitted simultaneously with this form using form T097.

Previous reference numbers on this matter: _____, _____, _____.

- 1. First name: Liat
- 2. Surname/Corporate name: Shoham

Name in English: Liat Shoham

Identification type: ID number Identification number: 032309817 Citizenship/ Country of registration: Private individual with Israeli citizenship Country of citizenship/registration: _____

2. Position ceased:
3. Chief Financial Officer
4. Date on which the position ended or will end: 31/01/2026 Date the position began: 01/03/2025
5. To the best of the company’s knowledge, the retirement: Does not involve circumstances that must be brought to the attention of the holders of the company’s securities.
6. Method of position termination: Resignation
7. Position remaining with the company: Other – as detailed below Does the individual continue to serve as a senior officer at the company: No
8. Was the director a member of a board committee: _____ Committee name: _____
9. Will the senior officer continue after stepping down to be an interested party due to holdings: No / Due to being a senior officer as required by regulation 33(h): No
10. Did the company consider the departing director as an accounting and financial expert? _____
11. Text of external director's resignation letter and reasons for resignation: _____
12. Did the company consider the departing director as an independent director? _____ Has the proportion of independent directors decreased below the level required by the bylaws regarding board independence? _____ Despite the departure, is there still a majority of independent directors? _____
13. Date and time the company first learned of the event: Date: 13/11/2025 at 15:00

Authorized signatories on behalf of the corporation:

1. Name: Tzvika Schwimmer Position: CEO

Explanation: According to regulation 5 of the Periodic and Immediate Reports Regulations (1970), a report filed under these regulations shall be signed by those authorized to sign on behalf of the corporation.

Ms. Liat Shoham will serve as Deputy CEO and CFO at Electra Retail Ltd., a subsidiary of the company.

This is an unofficial AI generated translation of the official Hebrew version and has no binding force. The only binding version is the official Hebrew version. For more information, please review the legal disclaimer.

Previous names of the reporting entity: Elco Properties Ltd., Electra Consumer Products Ltd., Electra Industries 1970 Ltd.

Short name: Electra Consumer

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Electronic reporter: Meirav Keinan Wagner Position: External Legal Advisor Employer: Goldfarb Seligman & Co., Law Offices Address: Yigal Alon 98, Tel Aviv 6789141 Phone: 03-6089816 Fax: 03-6089908 Email: merav.kainan-wagner@goldfarb.com